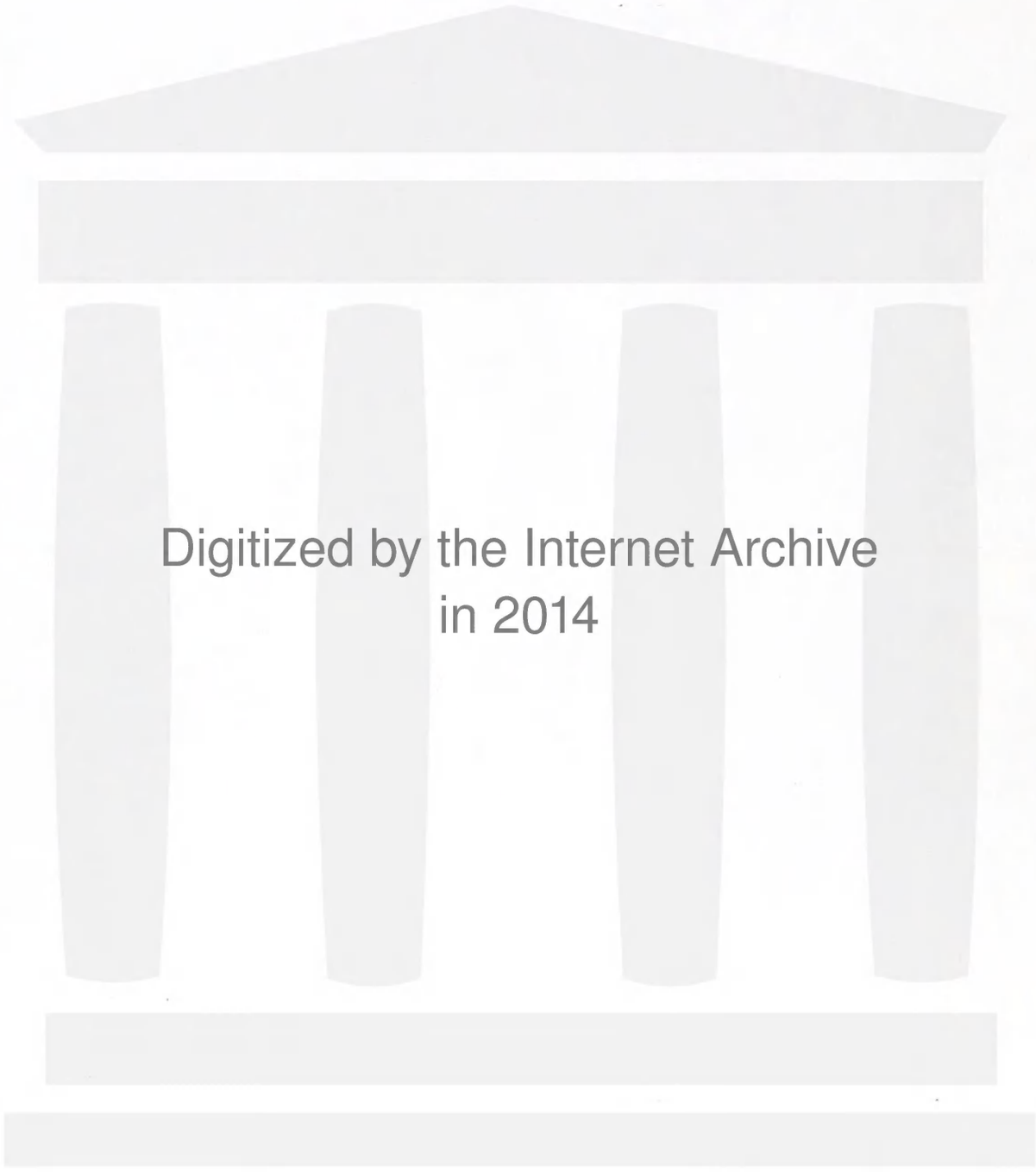

Digitized by the Internet Archive
in 2014

https://archive.org/details/housebeautiful93jannewy

Every person who maliciously cuts, defaces, breaks or injures any book, map, chart, picture, engraving, statue, coin, model, apparatus, or other work of literature, art, mechanics or object of curiosity, deposited in any public library, gallery, museum or collection is guilty of a misdemeanor.

Penal Code of California, 1915, Section 623.

237743

House Beautiful

237743



IC LIBRARY

JANUARY
50c

A GUIDE TO THE WORLD'S MOST BEAUTIFUL ROSES IN YOUR GARDEN AND IN YOUR HOME!

FREE

JACKSON & PERKINS NEW 1951, 48 PAGE, FULL COLOR Catalog of Roses AND Perennials

YEAR after year, the demand for the Jackson & Perkins Rose Catalog has increased tremendously—and even though we keep printing more and more copies each year, we never seem to have enough to go around. Now, the brand-new 1951 edition of this world-famous J&P Rose Catalog is ready. While we have printed the greatest number of copies in our history and can fill many more requests than ever before, we cannot *guarantee* that you will receive *your* FREE copy—unless you mail the coupon below *right now!*

Once you actually see this new 1951 J&P Rose Catalog . . . once you feast your eyes on the scores of glorious, colorful, *easy-to-grow* J&P Roses – you'll quickly understand why more and more gardeners every year look upon it as their *complete guide* to selecting, planting and growing the *world's finest roses* in their gardens! And you'll see how you, too, can have Prized Roses in *your* garden and in your home! Read, below, a description of this brand-new Spring 1951 J&P Catalog – then mail the coupon for your *free* copy!



A FEW OF THE JACKSON & PERKINS STYLE LEADERS FOR 1951



GOLDEN SCEPTER
(Pat. 910). A *new* yellow Hybrid Tea—with long buds opening into majestic 5½" blooms.

VOLCANO
(Pat. 951). Carmine buds expand to 6-7" glowing cherry-red blooms. Very fragrant.

FASHION
(Pat. 789). Entirely *new* color—coral-pink suffused with gold. 5-time Award Winner.

NEW YORKER
(Pat. 823). BEST red rose of all time! Fragrant 6½" blooms from June until frost.

OPERA
(P.A.F.). Gold Medal Winner from France. 6" blooms—scarlet red, buff-yellow on reverse.

No matter how many we print we never have enough — so mail coupon NOW!

In this new 1951 J&P Catalog, you will find hundreds of beautiful Floribundas, Hybrid Teas, Climbers, Tree Roses—ALL in glowing FULL COLOR. You'll see all the new J&P varieties . . . *Opera, Volcano, Golden Scepter, etc.* You'll see all the established favorites . . . *Fashion, New Yorker, Diamond Jubilee, etc.* . . . roses that have made Jackson & Perkins famous throughout the world! You'll see breathtaking Climbers like *Aloha* and *Blaze* that will cover your porch, walls, fences with thousands of gorgeous blooms! Yes, you'll see all of these . . . and many, many more—J&P PRIZED ROSES that require no more care than ordinary roses, yet which will add *new* beauty, glamour and color to your 1951 garden!

MAIL COUPON NOW!

You'll also find a wide selection of hardy J&P Perennials, including 6 new extra-large September blooming chrysanthemums. Furthermore, there are many helpful planting hints and gardening suggestions – *plus money-saving group offers!* ALL plants are *guaranteed to live and bloom!* Remember, our supply of this new 1951 Rose Catalog is limited—so be sure to get your *free* copy by mailing the coupon *now!*

Jackson & Perkins Co.
WORLD'S LARGEST ROSE GROWERS
Newark, NEW YORK — The Rose Capital of America

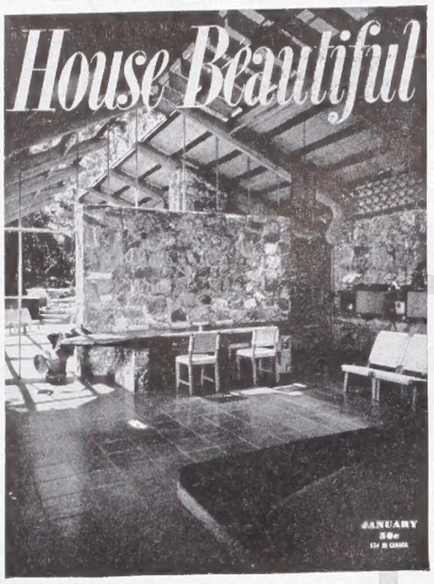
JACKSON & PERKINS CO.
328 Rose Lane, Newark, NEW YORK

Please send me a FREE copy of your big, new Spring 1951 Rose Catalog picturing and describing the newest and best in *easy-to-grow* J&P Modern Roses and Perennials—all in full natural color . . . and containing helpful information about successful gardening.

Name.....

Address.....

City..... Zone..... State.....



• On our cover: The living room of the recently completed home of Mrs. Sonya Silverstone. Located in a spectacular little valley in the mountains near Taxco, Mexico, this striking house was designed by the San Francisco architects, Anshen & Allen. It is described at length on pages 35-46 of this issue. All furnishings are of local origin, handmade, many of them fabricated right on the site. The photograph is by Maynard Parker.

Vol. 93 No. 1

JANUARY 1951

THE AMERICAN STYLE
How to Recognize a Style Trend ... 47
The Colors Americans Liked in 1950 ... 48-49
The Patterns and Textures Americans Liked in 1950 ... 50-51
Do "Best-Sellers" Make a Style Trend? ... 52-55
Good Things Renew Themselves ... 56-57
The American Style—What Delayed It? ... 72

BUILDING
Naturalism and Architecture ... 35
A New Kind of Beauty ... 36-46
Different Places Need Different Houses ... 58-61

GARDENING
You'll Never Enjoy Gardening If You're Working Against Time ... 62-63
You Won't Waste Time on Details If You Know Why You Garden ... 64-65
You Can Save Time If You Grow the Right Plants ... 66-67
Crowding Plants Wastes Your Time ... 68-69
You Can Make the Most of Your Gardening Time If You Highlight a Few Plants ... 70-71
A Work Center Completes Your Garden ... 103
Choose Flowers that Give Big Returns for the Space ... 104-105
How to Garden in Narrow Spaces ... 106-107

CLIMATE CONTROL
Different Places Need Different Houses ... 58-61

DECORATING
How to Recognize a Style Trend ... 47
The Colors Americans Liked in 1950 ... 48-49
The Patterns and Textures Americans Liked in 1950 ... 50-51
Do "Best-Sellers" Make a Style Trend? ... 52-55
Good Things Renew Themselves ... 56-57
The American Style—What Delayed It? ... 72

FOOD AND ENTERTAINING
Naturalism on Your Table ... 80-81
Pantry Shelf News ... 30

CHINA
The China on Your Table ... 73
The New Way to Use China ... 74-75
Dishes that Save You Dishes ... 76-77
How to Use the Mix-Match Idea ... 78-79
Naturalism on Your Table ... 80-81
Pure White China—Darling of This Decade ... 82-83
Echo Your Decorating on the Table ... 84-85
You Can't Have Too Many of These ... 86

HOUSEKEEPING AND MAINTENANCE
It's Worth Mentioning ... 31

TRAVEL
How to Leave Home and Like It ... 32

OTHER FEATURES
Window Shopping ... 6-26
What Would We Do Without the Waltz? ... 29

ADVERTISING INDEX ... 114

The magazine dedicated to the business of better living

ELIZABETH GORDON
Editor
RICHARD E. BERLIN
President
RICHARD A. HOEFER
Publisher

FRANCES TAYLOR HEARD
Home Furnishings Editor
ROBERT W. CARRICK
Managing Editor
CHARLOTTE EATON CONWAY
Equipment and Appliances
JAMES MARSTON FITCH
Architectural Editor
MARION GOUGH
General Features and Textiles
PATRICIA GUINAN
Window Shopping
DR. JOSEPH E. HOWLAND
Garden Editor
HELEN LITTLE
Merchandise Editor
SARA LITTLE
Decoration
ELAINE NEAL
Decorating Adviser
JULIE POLSHEK
"It's Worth Mentioning"
MARY ROCHE
News Editor
MARION ROWLAND
Copy Editor
MARY SHEPHERD
Decoration
LAURA TANNER
Decoration
RICHARD WILLIAMS
Music
KENNETH YOUNG
Decoration

STAFF CONSULTANTS

MILES L. COLEAN
Building Adviser
JULIUS GREGORY
Consulting Architect
WILLIAM MANKER
Color Stylist
CLIFF MAY
Construction
RAYMOND RITCHIE
Assoc. M. Amer. Soc. C. E.

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES, INC., 572 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES. & TREASURER; A. S. MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MC CAULEY, SECRETARY. COPYRIGHT 1950 BY HEARST MAGAZINES, INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., BOSTON 16; 326 WEST MADISON ST., CHICAGO 6; 1712 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 17; 530 HEARST BLDG., SAN FRANCISCO 3; RHODES-HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $5.00 FOR ONE YEAR; $7.50 FOR TWO YEARS; $10.00 FOR THREE YEARS. CANADA, $5.50 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING." REGISTRATIONS PENDING, "PACE-SETTER HOUSE" AND "CLIMATE CONTROL." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE POST OFFICE, NEW YORK, UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.


"Fair flower did never whiter grow...."
Fieldcrest sheets are whiter than the whitest rose... the whitest white you will ever see. Fine cotton and careful bleaching is the secret, and the reason Fieldcrest sheets are also famous for long wear. Indulge your love of sleeping luxury with Fieldcrest sheets. In better department stores in most cities.
®Fieldcrest
SHEETS
Bedspreads • Blankets • Towels • Lace Tablecloths
Electric Blankets • Curtains • La France Hosiery • Rayons
FIELDCREST MILLS, Division of Marshall Field & Company, Inc., 88 Worth Street, New York 13, New York

DAY-n-NIGHT MARKERS

These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- **Reflector lettering—tiny glass beads mirror light at night**
- **Permanent raised letters and numbers 1½" high**
- **Lifetime aluminum—rustproof**
- **Baked enamel—black background—white beaded letters**
- **Double plate 18" long—reads the same from either side**
- **Any wording you want, up to 15 letters and numbers PLEASE PRINT CLEARLY**

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

SATISFACTION GUARANTEED OR MONEY BACK

FREE CATALOG

Spear ENGINEERING COMPANY

21 Spear Bldg., Colorado Springs, Colo.



BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID



MAILBOX MARKER fits any mailbox—install in a minute $1.95 POSTPAID



Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

$7.95 *postage prepaid*
No C.O.D.'s, please

HOLIDAY HOUSE
11 Bellevue Theatre Bldg., Upper Montclair, N. J.



Woodstock

America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

Herbert S. Mills
EAST KING ST.- HAMILTON, CANADA



MARBLE TOP OVAL COFFEE TABLE

From an era of fashionable elegance and leisure. The base is entirely hand carved, solid mahogany. The practical and lovely top is the same beautifully grained white marble that is used in statues. Top measures 34"x22". Table is 18" high.

$95.00. We pay all shipping charges.
No C.O.D.'s please

EDITH CHAPMAN 50 Piermont Avenue • NYACK, N. Y.





The unusual in exquisitely fine jewelry manufactured exclusively by Merrin
Catalog on request.

MOM GEMS of GOLCONDA

Send check or money order or pay postman on delivery

Merrin Jewels Dept. H-1, 530 Madison Avenue, New York 22, N. Y.

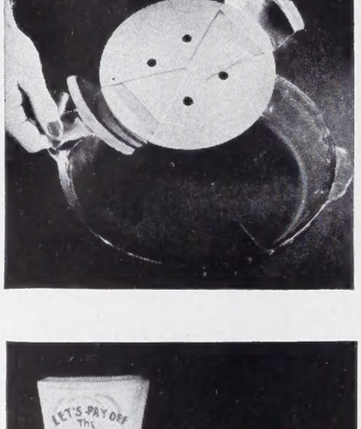


Window

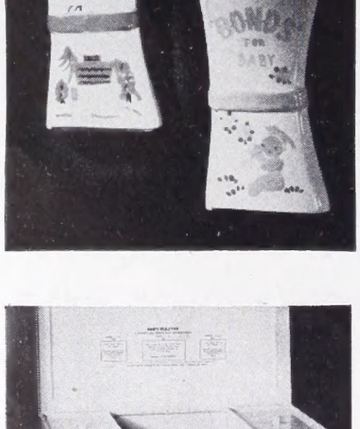
Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping



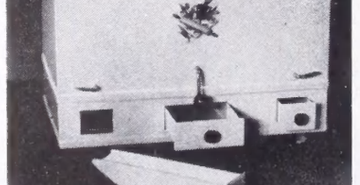
A FLASH IN THE PAN is the gayest way we know for a lady in the dark to check on the condition of her make-up. A hand some compact, in black or white enamel with a golden firefly, has a concealed flashlight battery along the inside; and a small but powerful light illuminates your face. Use it after a kiss in a cab, and when you face your parents you won't face the music! $3.98 plus tax & post. Macy's, New York



EASY AS PIE is what serving that lemon meringue will be with Pie Lift in your kitchen cupboard. Made of aluminum, it fits into the bottom of any size pie plate. Just put your dough on this gadget, your pastry lifts out by its handles. No more sticking to pan, no more crumbling! Now pie will be your favorite part of dessert! $1.50 ppd. Foster House, 14 Cole Court, Princeville, Ill.



PITCH YOUR PENNIES into a gay ceramic bank and the old homestead will be free and clear before you know it. It bears the plea, "Let's Pay Off the Mortgage," makes a merry pin-up for your bar. And if you hang "Bonds for Baby" on the nursery wall, you'll be sending Junior to Dad's alma mater. $1.75 each ppd. From Malcolm's, 524 North Charles St., Baltimore 1, Maryland.



SERVMASTER, the new 3-in-1 canister, automatically dispenses sugar and coffee when you push the lever, sifted flour at the turn of a crank. Remove the funnel-shaped drawers, you're ready for the morning coffee, your favorite recipe. White enameled steel, it holds 5 lbs. of flour and sugar, 3 lbs. of coffee, keeps them wonderfully fresh. 8" x 11" x 15". $12.50 exp. coll. The Fitzgerald, 545 Fifth Ave., New York 17

Shopping with Pat Gunan



FAKE FUR, blinding white and fabulously becoming, is a glamorous tonic for midwinter spirits. The Chukker hat, borrowed from a polo player, goes to a pretty head with intoxicating results. Medium size only (about 22), $5. Matching stole, $7.95. Ascot (not shown) for under top coat, $3.98. Also in black. Add 25¢ post. Stern Bros., 42nd St. W. of Fifth Ave., New York 18.



PEEK-A-BOX gives a little back-seat driver his come-uppance so he can see what's going on. The red pine box has a soft padded cover that opens on hinges to hold toys and books to keep small wriggler amused during a journey. At home, it's a toy chest and TV perch. With first name in inch-high letters, 11" x 7¼" x 7" high, $2.95 ppd. You can order from Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisc.



THE SLEET'S OFF your windshield, and so is the frost, with a quick spray of Saf-Vue, the fabulous de-icing fluid. It turns sleet or frost into slush which your windshield wiper can quickly clear away for safe driving visibility. In plastic squeeze bottle, $1.25. Then, a plastic deicing blade (not photographed) for scraping off hard ice has gold monogram. 50¢. Ppd. Page Biddle, Inc., Haverford, Penna.



MARKING TIME is right after Christmas, when you have so many new possessions to be identified. So we show you this wonderfully compact Personal Marking Set. The streamlined rubber stamp comes with your name and address and, with the ink pad, you're ready to personalize books, stationery, sheet music, packages, checks. In hinged plastic case, $2 ppd. Schaffer Gift House, 246 Morris Ave., Springfield, N. J.



Cock-a-doodle News!

House-warming *chanticleer lamp* with bona fide weathervane finial. Black, white, or red cocks on hand-rubbed wooden base. Shade (13" diameter) of Bates chanticleer cloth in grey with red or brown with coral. Stands 26" high. Available in lefts or rights for use in pairs.

Each **$12.95**.....*Pair* **$24.95**

Express Collect

Matching Bates Chanticleer Cloth (36" wide) available for slipcovers and draperies.....yd. **$2.25** ppd.



Chanticleer Weathervane ash tray in polished brass. 7½" diameter .....**$4.95** ppd.

Satisfaction guaranteed or your money refunded.



Ward Phillips Co.
DEPT. B DUNDEE, ILLINOIS



Reproductions By Mail



Delightful Charm

—DIRECT TO YOU

Choose our Diana slipper chair to brighten up your bedroom or powder room. Lovely curved back and coil spring seat means both comfort and beauty. Upholstered in our lovely florals (like a breath of spring)—either blue, green, natural or yellow. Price only $20.50 each or $40.00 a pair. In muslin or you may send us your material—$18.00 each. (Send 4 yds. of 36" or 2½ yds. of 50"). Height 29½"; Width 22½"; Depth 18". Check or money order. No C.O.D.'s. Express charges collect. Satisfaction guaranteed. Also, send 10c for your copy of "A Selection of Chairs."

The Chair Shop
Box 220 Hickory, N. C.



Magnificent Ironstone China

Collectors' items to cherish through the years! Classically sculptured Ironstone China—highly esteemed for its white purity and timeless beauty. Each piece makes a distinguished gift!

Soup Tureen 11" x 12½", holds 3 qts.	$13.50
Medium Tureen 7" x 7", for gravy, sauces	5.25
(Not shown)	
Covered Vegetable Dish, 8" high, 10" wide	9.50
Tea or Coffee Pot, 10½" high	9.50
Covered Sugar and Creamer, each 5" high, pair	8.50

All shipped postpaid. Write for catalogue
Add 50c per item for sending west of Miss.

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.



All for only $1.00

"QUAINT AMERICAN" THOUSAND-EYE CRUET WITH PURE VANILLA EXTRACT

Old-fashioned bluish-white opalescent "thousand eye" cruet from our famous "Quaint American" collection, 4½" high. Filled with 2 ounces of old-fashioned pure vanilla extract, guaranteed not to bake or freeze out the delicious vanilla flavor. Parcel post paid for just **$1.00**

Send 25¢ for NEW 80-page "Quaint American" Catalog.

Carl Forslund, Inc. 122 FULTON GRAND RAPIDS 2, MICH.

CAR TRAY *MAKES EATING EASY IN YOUR AUTOMOBILE!*



Installs in Seconds • No Holes to Drill

Now you need no longer balance food on the steering wheel or dashboard of your car! Install this car tray *permanently* in a few moments. When needed, simply swing it out into any desired position; when not in use, fits snugly under the cowl. Perfect as a writing desk, ladies make-up aid, mother's table for infants and a dozen other uses. Made of steel in chrome plate or baked enamel; rubber mounting guarantees absolute quiet; neutral color matches any car interior. Only $3.49 for enamel or $5.49 for deluxe chrome model. Sent postpaid or C.O.D. plus postage charges. Money back in 10 days if not satisfied. Write for free catalog.



DAMAR DISTRIBUTING CO., Dept. AT-16, 22 Treat Place, Newark 2, N. J.

TERRY-GATE*

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Has no crisscross slats to pinch little fingers or give toehold for climbing over. Held tightly in place by rubber-covered clamps that grip doorcasings up to 8". Height 25". Beautiful natural finish.

2 - 3 ft. doorways, **$5.95** ppd.
3 - 4 ft. doorways, **$6.95** ppd.
3 - 5 ft. doorways, **$7.95** ppd.





SAFETY-BAR**

Adds height to the crib side—prevents those dangerous falls that can result in permanent injury. Quickly attached with rubber-covered clamps to top and bottom of either side of any standard crib. Works up and down with the movable side. Adjusts to add additional height as the child grows taller. Of sturdy hardwood in non-toxic natural finish or white. (If crib is located with one side against wall only one Safety-Bar is needed)

$3.95, ppd.

TERRY MFG. CO.
2834 Colorado Ave., Santa Monica 8, Calif.
*pat. #2490612 **pat. pend.



Mom! We're Hungry!

Wonderful words to Hear!—and wonderful to See the youngsters so adorable in these beautifully painted and personalized pinafore styled bibs! Each with a cute suggestive "Meal-Time" painting in sparkling bright plastic oil colors, they inspire pride, with the youngster's full name inscribed. Made of Firestone 4 gauge Velon, each one is a full wrap around for complete protection. A superb gift! For every child!

PLEASE PRINT CHILD'S FULL NAME
ORDER NOW FOR $1.98 medium (to 5 yrs.)
QUICK DELIVERY! $2.98 junior (to 7 yrs.)
Send for Big FREE Gift Catalog
Sorry, No C.O.D.'s

SCHAFFER GIFT HOUSE
Springfield 2, New Jersey



TEN FOR **$1.**

EMERYETTES

No snagged or rough-edged fingernails for you! Here's a set of ten matchbook size folders, each with 12 removable, fine grained emery boards. On the cover of each folder, we'll hot-stamp your two or three initials or first name in gold. Assorted colors. No. PK38.

WRITE FOR FREE CATALOG

Miles Kimball Co.
33 ALGOMA BLVD., OSHKOSH, WIS.



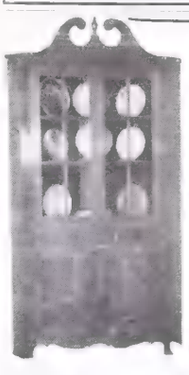
For Your Garden

This chubby little fellow with Jug and Bird Bath is 25 in. high, 28 in. wide. Jug to pour water easily arranged. Made of Pompeian Stone—$65.00 f.o.b. New York. Figure without bird bath $35.00.

Write NOW for our catalogue, picturing a great variety of Lovely Ornaments in Stone, Bronze and Lead—for House or Garden—from $5 to $1,500.

10c please for mailing.

Erkins Studios
Visit our GALLERIES
42 West 40th St., New York 18



TRULY A PIECE TO COVET . . . .

Solid cherry corner cupboard, handmade, authentic in every detail. A display piece in Kentucky's finest homes.

7 feet high overall. 43½ inches wide.

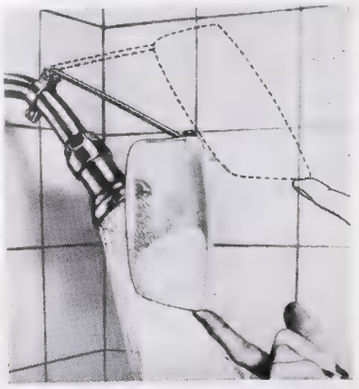
Just one of many fine pieces from the workshops of "Blue Grass" craftsmen, it's . . . **$185.**

Crated free of charge. Express charges collect.

Julia Grayson-Pierce

163 Pennsylvania Avenue Louisville, Kentucky

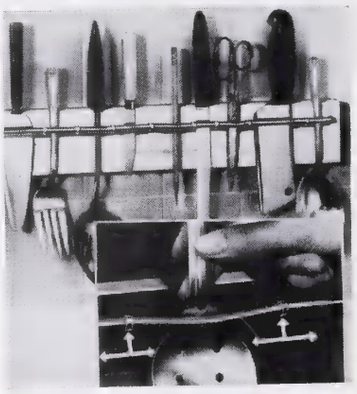
Window Shopping



SHOWER SHIELD. If you've ever stepped into a shower before an important date and doused your freshly-set hair-do, you know how wonderful this clear plastic shield is. It attaches to all standard shower fixtures, keeps spray off your bathroom wallpaper and shower curtain. Just $1 postpaid. No c.o.d.'s. Apex Products Co., 8619 Mack Avenue, Detroit 14, Michigan.



VIEW YOUR SLIDES without the fuss and bother of darkening the room, and setting up a projector and screen. The Pollock "400" Color Slide View gives maximum brilliance to all 35mm and Bantam paper or glass mounts, enlarges them to a 2¾" x 3⅜6" image without distortion. It's the present perfect for your favorite "shutter bug." $19.95 ppd. Pollock Products Co., Three Arch Bay, So. Laguna, Calif.



HOLD EVERYTHING. A new self-adjusting hanging rack comes to grips with any type tool or gadget from a pencil to a monkey wrench. The sliding ring-clips hold the coil spring in position. make it adaptable for kitchen utensils, hobby tools artists' materials. Called the Grip-R, it comes in red or white enamel. 18" x 2¾" wide, $1.49 ppd. Hobby Hill, 14 N. Michigan Ave., Chicago 2, Ill.



THE COCKTAIL PARTY is sure to be a success if you have this wonderful table as the center of attraction. The genuine leather top comes in rich brown hand-tooled in gold, and the base is mahogany veneer on hard cabinet wood. Between parties, it's a grand magazine and coffee table in front of your couch or fireplace. 32" x 32" x 16" high, $39.75 exp. coll. Kane Co., 610 S. Michigan Ave., Chicago, Ill.



GRACIOUS DINING GUIDE Anyone who has ever wrestled with the problem of where to have dinner in New York will find this book worth its weight in enchanted evenings. It contains a collection of distinctive restaurants in New York, gives prices specialties, etc. With name or monogram stamped in gold, $ ppd. Gracious Dining, Inc., 40 W. 31st St., New York 1.

(*Continued on page* 11)

She Lives in U.S.A.... *She Sleeps in* UTICA



She lives in Los Angeles . . .
She sleeps in Utica



She lives in Detroit . . .
She sleeps in Utica



She lives in Chicago . . .
She sleeps in Utica



She lives in Houston . . .
She sleeps in Utica



She lives in Philadelphia . . .
She sleeps in Utica

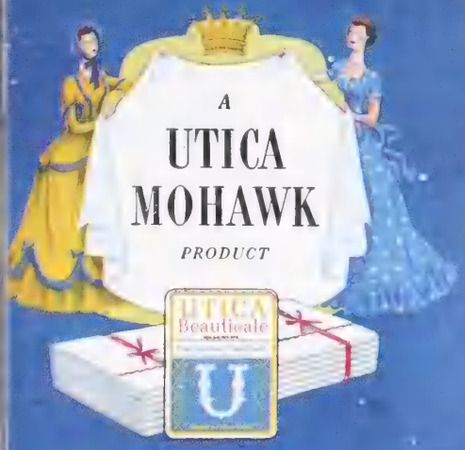


She lives in Denver . . .
She sleeps in Utica



She lives in New York . . .
She sleeps in Utica

Smart women everywhere sleep in Utica BEAUTICALE Sheets.
They're so luxurious, so lastingly beautiful.
Regardless of price . . . you can buy nothing finer.



Write for your copy of the free booklet,
"Beauty Secrets From Your Linen Closet."
Utica & Mohawk Cotton Mills, Inc., Dept. X,
55 Worth Street, New York 13, N. Y.



UTICA Beauticale Sheets

More for Your Money!

That's what you get when a manufacturer uses

MASONITE HARDBOARDS



ROCKFORD FURNITURE

Known everywhere for fine quality

Smooth-flowing styles... top-quality fine-grained woods . . . gleaming, hand-rubbed finishes . . . these are some of the more evident features of the bedroom pieces produced by the Rockford Furniture Company. Not so readily seen, however, are Masonite Hardboards, those dense, grainless panels that won't split, splinter or crack. The manufacturer uses Masonite Hardboards to give you stronger, more stable furniture, to lengthen its useful life and to increase the value of your furniture dollar.



BERKELEY TABLES

Sensational accessory for the home

There's no end of ways to use this portable table made by Berkeley Industries. That's why it's called a Multiplication Table. You can roll it anywhere . . . carry so many things. Notice the handsome, gleaming, baked-on enamel finish on the Masonite Hardboard shelves. They're extra strong... the perfect material for an all-purpose table.

Does the functional simplicity of modern styling appeal to you most? Perhaps you prefer the charm of Early American? Or the graceful lines of 18th Century furniture? Whatever you favor in design, you can be assured of time-tested quality, sturdy construction and longer life when the furniture you place in your home is made with strong, durable Masonite Hardboards. Sometimes these hard, dense panels are open to view; other times they work unseen. Either way they are now helping more than 300 leading manufacturers to add beauty, quality and years of service to the furniture and furnishings you want for your home.

MASONITE CORPORATION

Look for [illegible]—it identifies quality furniture

111 W. WASHINGTON STREET, CHICAGO 2, ILLINOIS

[illegible] that Masonite Corporation is the source of the product

Window Shopping

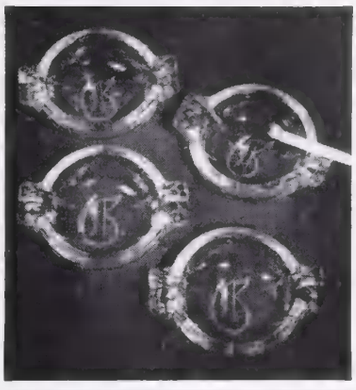
CONTINUED FROM PAGE 8



RAND NEW and styled for e dude host and hostess, who e more at home at the kitchen nge than a western prairie, are ese barbecue aprons. Made of gay checkered pattern of west- n brands, the set includes a st apron, hostess apron, both th pot holders attached to the ckets with a bridle strap, and chef's hat. $6.95 ppd. Walter homas, 716 Wilshire Blvd., nta Monica, Calif.



ONE IS THE RIND from the nge, and you'll feel like Hou- ni when you do the job with this w and magical Dale Orange eler. The curved plastic blade s a grooved cutting end, and it es a brilliant performance. The eled orange is whole with no s of juice, and the two "cups" orange skin are perfect fruit skets. 49¢ each ppd. Dale Sales rp., Room 2000, 21 E. 40th St., w York 16.



AIR FOURSOME. If you e to linger over the breakfast dinner table, settling the af- rs of state, you probably find ir dinner table ash trays woe- ly inadequate. But these are rfect. Crystal clear and simply signed, they are hand-engraved h your initial. Fine, too, for Canasta table! Just $2.95 for set of 4 ppd. Kreglow Gift op. Hotel Kreglow, Mounds- le, West Virginia.



HE OLD STOOL of early nerican days adapts itself won- fully to our present-day living. u'll use this pair for television ches, in the nursery for every- ng from story-telling to shoe- ng. Handmade of knotty pine, larger measures 17" x 13" wide; aller, 11" high x 9½" wide. lividually, $5 and $3.25; $7.95 pair. No c.o.d.'s. F.O.B. W. Walker & Son, Box 2104, dgton, Me.



ET THE PRESS that turns sheet of paper into personal- l and distinguished stationery. a hand-operated embossing ss that embosses (makes a sed impression) any Old English er framed in a laurel wreath the top of your writing paper. can be used on any weight per—even airmail—as it won't the sheet. Steel die is guar- eed for life. $3.75. Ppd. Barn t Studio, Laconia, N. H.

6 Inactive Sterling Patterns

AVAILABLE IMMEDIATELY



RIVIERA TROUSSEAU SPRINGTIME PINE TREE FONTAINE GADROON

We have more than 500 patterns of inactive and obsolete sterling flatware. We specialize in taking your old silver in exchange on a purchase of new patterns.

Correspondence Solicited

JULIUS GOODMAN & SON

77 MADISON AVE. • MEMPHIS 1, TENN.



SUGAR-FREE

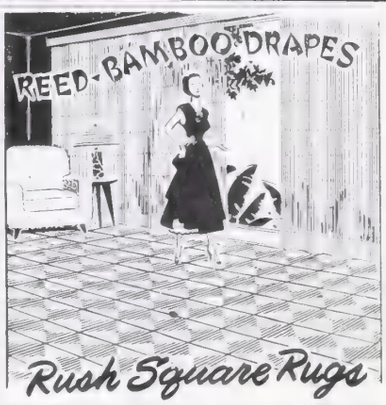
Sweets and Desserts

DID your physician say you must eliminate sugar-sweetened desserts? Or are you just cutting down on calories? Cellu Special Purpose Foods make it so easy—give you such flavorsome variety! **SPECIAL OFFER:** 1 Pkg. Cellu Sugar-Free Gelatin Dessert (contains 6 single serving envelopes assorted fruit flavors: Raspberry, Strawberry, Cherry, Orange, Lemon, Lime); 1 Pkg. Cellu Sugar-Free Rennet Dessert (contains 12 single servings, Imitation Coffee, Chocolate Cream, Maple, Peppermint, Raspberry, Strawberry, Vanilla); 1 Pkg. Cellu Sugarless sweetener (pours like powdered sugar, for fruits, cereals, etc.); and 2 Pkgs. Cellu Sugar-Free Gum (Cinnamon, Peppermint). All sent ppd., only **$1.00**

No C.O.D.'s please.

FREE Send also for Cellu Catalog, showing many low carbohydrate recipes, tables of food values of all common foods, vitamin and mineral charts, and much helpful information.

CHICAGO DIETETIC SUPPLY HOUSE, INC.
1750-B West Van Buren St., Chicago 12, Ill.



Rush Square Rugs

Made of natural grass tightly woven into 12" squares approx. 3/8" thick. Worn out squares can be easily replaced for only 25c each to make your entire rug look like new. Sewn to any shape and specifications in even square dimensions. Only 25c sq. ft.

REED BAMBOO DRAPES

Made of fine natural color durable match stick size reeds. Easy to install. In ordering, add about 30 to 50% to desired width e.g., order one pair 4'x7' for windows 3' to 6' in width.

Width	5' drop	6' drop	7' drop	8' drop
3'	$7.50 pr.	$9.00 pr.	$10.50 pr.	$12.00 pr.
4'	10.00 "	12.00 "	14.00 "	16.00 "
5'	12.50 "	15.00 "	17.50 "	20.00 "
6'	15.00 "	18.00 "	21.00 "	24.00 "

Also custom made to special sizes at slightly higher p[illegible] (1' to 10' drops).

SHIPPING CHARGES COLLECT. NO COD'S PLEASE.

Album of Fine Oriental Gifts

FREE **FONG BROTHERS CO.**
312-A4 WEST 7th ST., LOS ANGELES 17, CALIF.



shelfservice

Here's a closet accessory that's really phenomenal. It holds 9 pairs of shoes, purses, stockings, handkerchiefs, belts and jewelry. Man's model (not shown) is equally wonderful and his converts into a bar, too. Sanded and ready to use as is, or paint, it's 21" x 7" x 47" high.

$9.95 shipping charge collect.
No c.o.d.'s.

Page & Biddle, Inc.

21 Station Rd. Haverford, Pennsylvania

NO BRACKETS -- NO SCREWS -- NO TOOLS

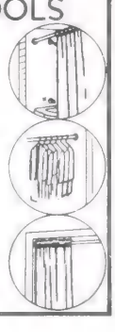
required to put up the amazing

Readi-Rods

that hold *secure* on any surface



No fuss or muss to put up these sturdy rods of polished aluminum for Coats and Clothes in closets, Shower Curtains in tub or stall, Drapery in archways and stairways for privacy, eliminating drafts, etc. Anyone can put up Readi-Rods. Just extend until non-slip ends—*Not Suction Cups*—touch walls. Turn—That's All. Can be raised or lowered without leaving unsightly holes.



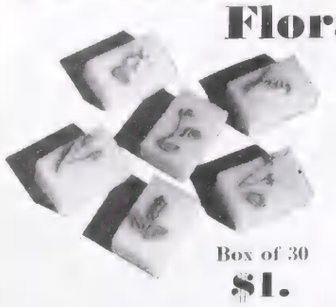
21" to 32"—$2.95 30" to 51"—$3.95 48" to 72"—$5.95

Postpaid. No COD's please. Add 3% tax in Ohio.

Satisfaction Guaranteed

ANDREW COMPANY BOX 57 FINDLAY, OHIO

Floral Sugar Cubes

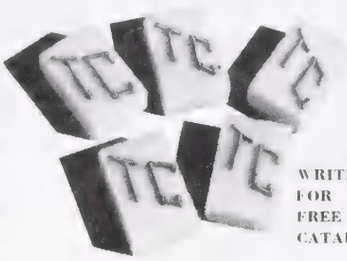


Box of 30
$1.

Sparkling cubes of sugar with deftly applied raised Hyacinths, Lilies of the Valley, Tulips, Poppies, Violets and Jonquils in full-color spun sugar! (Designs are of pure vegetable dye that won't affect taste.) Five each of six different designs, 30 oblong cubes in all. Large 1⅛" cubes. Order No. HF4594. **$1** Postpaid.

Monogrammed Sugar Cubes

Be the smartest hostess in your set! Glistening cubes with your one or two-initial raised monogram hand-applied in soft ice-blue spun sugar, a color created by us to go smartly with fine china and silver. Pure vegetable dye. No. F4582, box of 30 cubes, **$1.25.** F4582a, 60 cubes, **$2.39.** Postpaid.



WRITE FOR FREE CATALOG

Miles Kimball Co.
33 ALGOMA BLVD., OSHKOSH, WIS.



Encore! We've more of them!

EPERGNETTES

Designed to transform your candlesticks!

Beautiful, clear, exquisitely fashioned glass Epergnettes that transform your candlesticks into lovely flower or fruit holders. Will fit any candlestick with hole 1-in. or more deep and ¾-in. in diameter. Epergnette is 5½-in. in diameter, 2½-in. deep. Prepaid. **$3.50** PAIR

Send check or money order. Sorry, no C. O. D.'s

MALCOLM'S
HOUSE AND GARDEN STORE
526 N. Charles St. • Baltimore 1, Md.





Rolling TRAYTABLE*

It Folds! It's Featherweight!

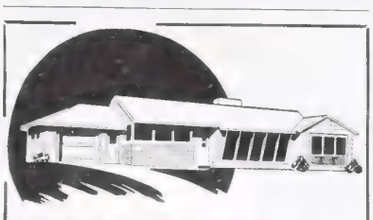
This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 13½" by 31", height 37". **$11.95**

***In luxurious dull gold finish* $17.95**

Trademark Postpaid in U. S. A.

Send 10¢ for "Tippler" Catalog 27

BAR MART
62 W. 45th St., N.Y. 19, N.Y. MU, 7-1190
America's Most Unusual Store
Bobbie Ganger, Executive Director



YOUR DREAM HOME PLAN $1

New Plans You Can Afford

New book of home plans. Over 100 floor plans and perspective drawings. Features latest economy construction methods.

Newest designs in Western functional homes 4 to 10 room home sizes in Ranch, Modern Cape Cod and others. Complete working blue prints available for all plans. Order today—specify frame or block construction.

Only $1.00 *No c.o.d.'s, please.*

HOME BUILDING PLAN SERVICE
2454 W NE Sandy—Portland 12, Oregon

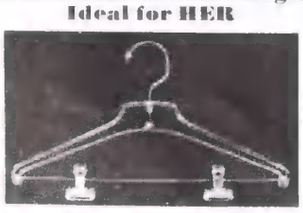
"GIVE THESE, LIFETIME GIFTS"

Extra Wide Coat Hangers For HIM
Imported from Sweden



Deluxe clear lacquered Swedish modern finish. Full 20" wide. Selected wood. Nickel plated hook. Extra length trouser rod. "World's finest hanger."
3 for $5 ☐ 6 for $9 ☐ postpaid.
No C.O.D.'s or stamps please

Ladies' Plastic Suit Hanger
Ideal for HER

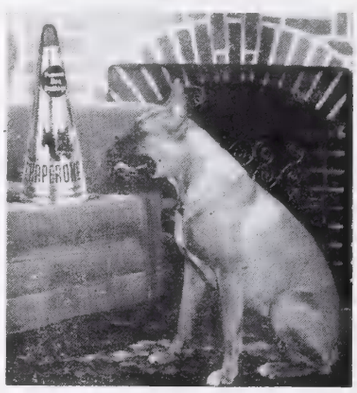


For Ladies' Suits and Two-Piece Dresses. True shoulder shape. 17" wide. With special nickel plated hook and clips. Crystal clear plastic.
6 for $3 postpaid ☐

NATIONAL HANGER CO., INC.
253 W. 26th St., N. Y. 1, N. Y.



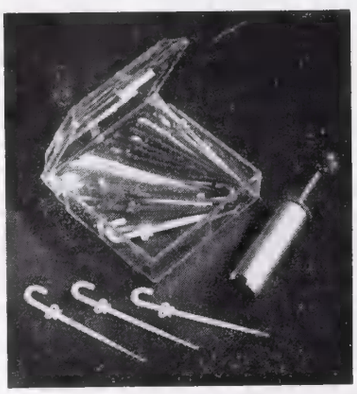
Window



HIS NOSE SAYS NO when Powder Chaperone is on the job to keep your dog off chairs. Just sprinkle it under the cushion, and although you won't smell it, Fido will. And he doesn't like it. It's a big help, too, when you're training a puppy to leave your slippers alone. Harmless to dogs and furniture, the shaker container is $1 postpaid. Order it from Sudbury Laboratory, South Sudbury, Massachusetts.



YOU'LL SWEAR BY THESE! Copper ash trays mince no words when it comes to warning smokers to mind their manners. You may have your choice of the following commands: "Put your Damn Ashes Here," "Put Your Damn Drink Here," "Not in the cup or saucer *please!*" "Not on the rug but here!" 4" size $1 each, ppd. Koplin's, 1142 Lincoln Rd., Miami Beach, Fla.



STACK 'EM UP on plastic party picks, and you'll have canapés that would do a caterer proud. Snack-Maker comes in a re-usable plastic case, consists of an aluminum cylinder that cuts small rounds of cheese, bologna, pickle, or bread. It holds the stack of circles until you spear them with pick and remove them—a super canapé for a party. With 48 spears. $1.25 ppd. Susan Smith, Dundee, Illinois.



NON-OVERFLOW PIE PANS

END OVEN-SCRAPING

Never again need you tussle with a charred, baked-on oven mess! Non-Overflow Pie Pans have grooved rims to catch the juices that bubble over the edge of the pie. "Foolproof with the gooiest berry pie," says a leading magazine. Aluminum, bake standard 9" pie. Work-savers in your own kitchen—and useful, appreciated gifts

postpaid prices (to one address)

2 for $1.00
4 for $1.85 12 for $5.00

NOTE: These pans are made of heavy aluminum and should not be confused with cheap, light pans now on the market.

Satisfaction guaranteed on every purchase from Walter Drake

Walter Drake

191 Drake Bldg.
Colorado Springs 4, Colorado



Complete materials available—Period, Colonial and Modern designs. Send 25c for illustrated Catalogue.

HOOKED RUG DESIGNS

"Three Flowers"

26" x 38" — KIT only **$6.00** postpaid

Original rug design stamped in black outline on burlap—complete with hook—instructions for color and shading—wool material in shaded colors for all flowers and leaves in center motif.

For Faster Cutting of Material

Not a necessity—but a big help! Machine clamps easily to any table—cuts 3 or 4 strips at once. Includes interchangeable blade, stainless steel work platform, adjustable guide. Specify cutter width: 1/8"—5/32"—3/16"—7/32"—or 1/4". Extra cutters $3.95 postpaid. **$12.50** postpaid



Rebecca Interiors
Dept. AG. WALNUT RIDGE, ARKANSAS

Shopping



TRUE HITCHCOCK. the ttler" is a sophisticated van- stool, a luggage or telephone ch, a television seat. Made in original factory, and bearing ıbert Hitchcock's warranty . it comes in black or an- ed maple with gold stencil. : or in antiqued mahogany ı gold stencil. it's $27.50. x 18¼" x 18½". Exp. coll. fer House. New Marlboro ge, Great Barrington. Mass.



IKE THE SPUDS on this ninum potato rack. and you 't have to fish those steaming ios out of hard-to-reach cor- of the oven. Many's the ed finger we've suffered try- to retrieve them! This non- ing rack holds four potatoes ly on prongs. provides air s so they won't burst. 15½" . Just $1 postpaid. Breck's Boston. 803 Breck Bldg., Bos- 10. Massachusetts.



W GREEN IS YOUR IVY! ro-Leaf is a totally different, plant spray that gives a fin- ng touch to nature. It not grooms your plants—leaving ı clean and glossy—but it ally imparts a shining lustre ıe green foliage. Plastic spray le is 75c; 3 for $2. Ppd. Max ing Seedsmen, Inc., 615 Mad- Avenue, New York 22.







DOUBLE BRUSH BOOTSCRAPER

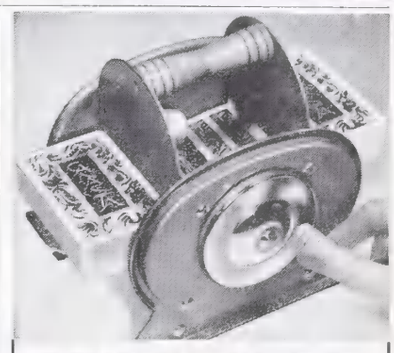
THE ORIGINAL WELDED LUCKY HORSE-SHOE BOOTSCRAPER Real horseshoes, welded to sturdy cross-irons. Stout stable brushes, screwed to each horseshoe, clean sides of boots while soles are scraped on cross-irons. Practical and decorative, a tactful reminder at entrances and porch that snow, mud, slush and dirt belong outside. About 9½" x 5½". Weather-resistant black iron finish. Complete with screws for attaching to porch or steel pins to hold in ground. Specify screws or pins. **ONLY $4.95 Ppd.**

Shipped day order received. No COD's.

Send for folder showing other original horseshoe gifts produced at . . .

Horseshoe Forge

5 Muzzey Street, Lexington 73, Mass.



CANASTA SHUFFLER

Shuffle merrily along—with one, two, or *three* decks of cards! Just turn the little handle and the Shuffler does the work. Shuffles more thoroughly than it can be done by hand—without bending or marring the cards. Made of metal with felt base.

Postpaid **$4.95**

Ward Phillips Co.

DEPT. B DUNDEE, ILL.



YOUR OWN WESTERN BRAND

Authentic Western brand for personal belongings, issued in your name (or your gift recipient's) exclusively! The Registry designs, registers and assigns each brand to one person only—your brand is *yours*. You get the Certificate of Registration (suitable for framing), the booklet "How to Read Brands, and the Story Behind Them," PLUS rubber-stamp branding "iron" with your own brand—ALL THREE for

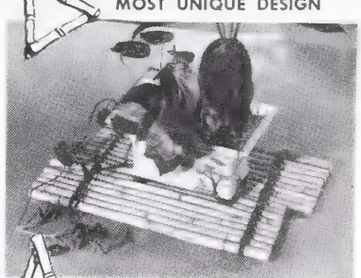
PLEASE PRINT NAMES CLEARLY **$1.95** postpaid
2-day service
Colo. residents add 4c tax

WESTERN BRAND REGISTRY

21 Brand Bldg., Colorado Springs, Colo.

"amboo raft"

A CENTER PIECE OF MOST UNIQUE DESIGN

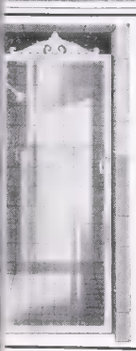


miniature raft of real bamboo tied firmly with sinew will make a most attractive setting for bowls, fruit or floral arrangements.

3 sizes: 14" x 8½"....**$1.25**,
17" x 10"..**$1.50**; 19½" x 11"..**$2.00**

UNUSUAL *Gift* CATALOG ON REQUEST DEPT. J

THE VILLAGE STORE
of LAKE PLACID, N.Y.



BEAUTY•COMFORT•ECONOMY

GLASS SHOWER DOORS
or TUB ENCLOSURES

A Glass Shower Door or Tub Enclosure will add beauty to your bathroom as no other single improvement can. They are permanent and inexpensive . . . eliminate constant upkeep and expensive replacement of shower curtains. Send for free folders.

MEDICINE CABINETS

. . . of the highest quality and beauty. Sizes and styles to fit your budget.

SOUTHERN Shower Door & Cabinet Co.

Dept. H.B.-1 4511 Kyle St. Houston 6, Texas

SOMETHING **new** HAS BEEN ADDED!



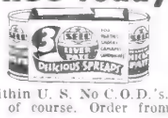
SELL'S DEVILED HAM PÂTÉ

companion spread for
SELL'S LIVER PÂTÉ and MINCED CHICKEN PÂTÉ

These distinctive spreads are perfect for party canapes, lunchbox sandwiches, snacks. Millions of tins have been served and happily gobbled up by smart New Yorkers.

Send only $1.00 Today

3 4½ oz. TINS
In Sell's Party Package
Assortment of 1 each of these three simply delicious party Pâtés



Price includes postage within U. S. No C.O.D.'s. Money Back Guarantee, of course. Order from

ANNE SHARKEY

Dept. H.B. 4 W. 57 Street New York 19, N. Y.

The way to select ORIENTAL RUGS



is to examine them in your own home

Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

200 Perfect Antique Rugs $90 to $200
100 Perfect Antique Rugs $200 and up
500 Semi-Antique Rugs in Old Designs $18 and up
100 Choice 9 x 12 Rugs from Iran $275 to $850

Many giant and unusual sizes

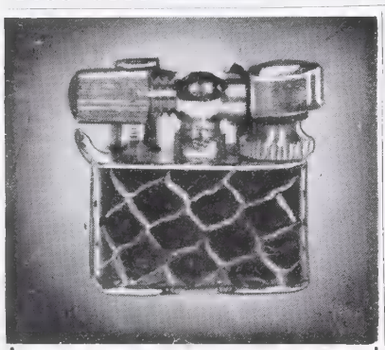
For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, unbleached rugs.

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

No obligation to buy.

Inquiries from outside Continental U. S. not solicited.

CHAS. W. JACOBSEN • 401 S. SALINA ST., SYRACUSE, N. Y.



Miniature Lighter

Actually only ¾ of an inch wide and ⅞ of an inch high, this tiny lighter is amazingly efficient. Holds a surprising amount of fluid for its miniature size. So attractive and such fun you'll want to carry it with you always as a conversation piece. Designed to be easily attached to your charm bracelet. Wonderful for gifts and prizes too. Sent postpaid for only **$1.**

Write for our free catalogue

J. J. ANTHONY

Box 402 Milwaukee, Wis.

STUDY INTERIOR DECORATION

FOUR MONTHS' PRACTICAL TRAINING COURSE
TWO YEARS' INTERIOR DESIGN

Resident Day Classes

Start Feb. 5th. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

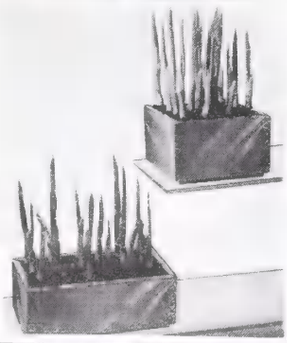
Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DECORATION

515 Madison Ave., New York 22, N. Y.



Enjoy **FRESH LILY OF THE VALLEY**

THAT BLOOM INDOORS IN WINTER

• Even when your garden is covered with snow, you can have your own fresh flowers! These newly harvested, imported Lily of the Valley pips will bloom in your home in just 25 to 30 days.

• When spring comes, plant these same bulbs outdoors, and the following year these lovely flowers will blossom all over again in your garden.

• The copper bowls, themselves, become useful containers after bulbs are removed. A wonderful idea for yourself . . . a delightful gift for your friends.

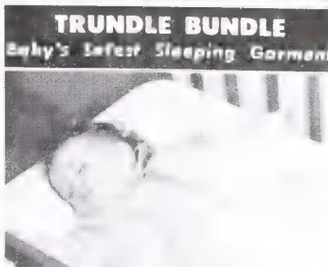
Square container, 5"x5", planted with 16 pips, **$7.00**
Oblong container, 8"x4", planted with 18 pips, **$8.75**
Pips separately, with planting material, **$3.00** per dozen

Mail Orders Filled Postpaid

Max Schling Seedsmen, Inc.

615 Madison Avenue • New York 22, N. Y.

TRUNDLE BUNDLE
Baby's Safest Sleeping Garment



Scientifically designed by a doctor, solves problem of baby's wrestling with confining bed clothes, pins or ties—allows complete freedom of movement. Zippered front. Baby sleeps between blankets.

	Infant to 1 yr.	1-2 yrs.	2-4 yrs.
Wool (Rayon Trim)	$10.95	$12.95	$14.95
Wool	8.95	10.95	12.95

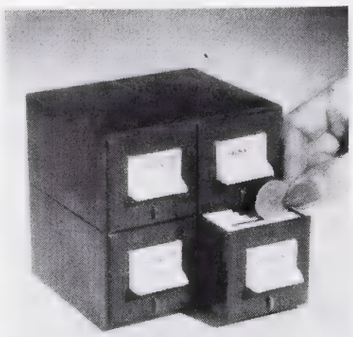
Cotton (All Sizes) — $4.95
Broadcloth (All Sizes) — $2.95

PINK, BLUE, MAIZE. Sent Prepaid, NO C.O.D.'s

Sleepytown 26 PATTON TERRACE, FALLS CHURCH, VIRGINIA



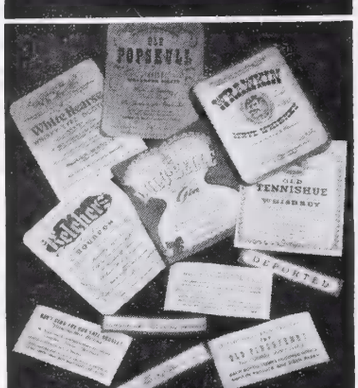
Window



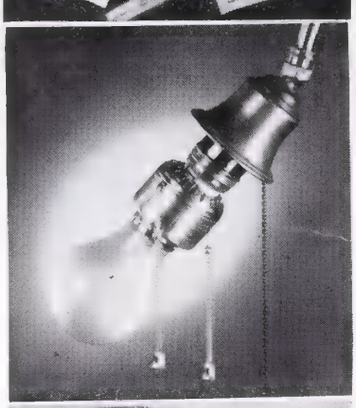
YOU'LL BUY THAT DREAM if you save for it. So in 195 make a resolution to harness you wishes, and before you know i you'll have tickets for that tri to the moon—or Bermuda. plastic miniature of a real fil has 4 compartments for wish ful fillments and such specific label as Spending, Presents, Savings etc. Now start those deposits $1.98 ppd. Northmore's, High land Park, Illinois.



START THE NEW YEAR bright by wearing a rhineston necklace that will be the talk o the party. The brilliants look lik diamonds and the little safet chain will have your friend thinking you've struck it rich With three teardrop pearls, it' just $6.15. Matching earrings ar $3.70, including tax and postage Gerlou Fifth Avenue, 501 Fift Avenue, New York 17, N. Y.



BAR FLIZE LABELS ar pure nonsense, but they'll mak your cocktail tray look as thoug it had been lifted from a comi strip. A set of 12 includes suc side-splitters as "White Hearse. "Belcher's Bourpon," & "Ol Tennishue." Paste them over you orthodox labels, and your drink will go to your guests' funnybon $1.25 postpaid. From Ward Phi lips Company, Dundee, Illino



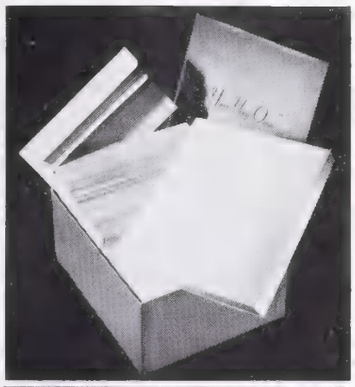
DIM-A-LIGHT is a miraculou little invention for the light your hall and the one in the bat room—particularly if you have child who gets up during th night. It fits any socket and a justs the amount of light from th bulb. Pull chain on one side t dim light, on the other side to i crease light. A rheostat regulat intensity. $1.40 ppd. I. B. Hunte Co., 83 Summer St., Boston, Mas



SITTING PRETTY. A child rocker, handsome enough to ha place of honor in the living roo is made in the manner of the ori inal Hitchcock chairs. The du black finish, hand-rubbed over red undercoat, is decorated wi an early American stencil in thr shades of gold. 25" high. $12.5 postpaid. From Vermonters, Lt Manchester, Vt.

Shopping

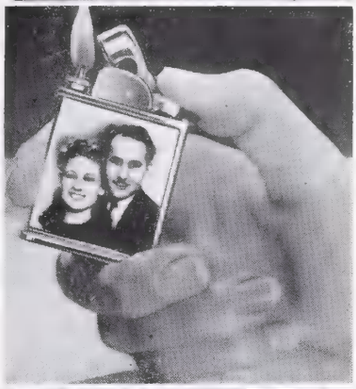




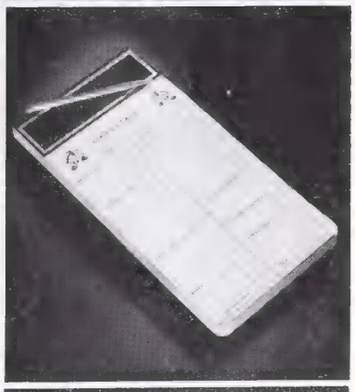
POST THOSE BILLS that are as inevitable as the first-of-the-month in these handy self-seal envelopes. They're the best things we've found for mailing checks, and you don't even have to give them a licking. Printed with your name and address, a box of 225 envelopes and a pad of personalized stationery to match are just $3.90. Postpaid from Neiman-Marcus, Dallas 1, Texas.



MAHOGANY AND MARBLE combine in this lovely little table that would be perfect beside a Victorian love seat. With rose carving hand-carved of solid mahogany, it has an Italian statuary marble top, is just the right height for a cigarette table, a roost for your knitting. 18" high, 14" wide, it's $49.50 prepaid. Order from Edith Chapman, 50 Piermont Ave., Nyack, New York.



LOVE-LIGHTER. Send this to your Valentine, and he'll never forget that you're his flame. A fully guaranteed Evans Automatic lighter comes with a copy of any photograph permanently reproduced on the front. Just send in the picture you want copied, and it will be returned intact, together with your Photo-Lite. Just $5 postpaid from My-Art Company, 4128 Wilshire Blvd., Los Angeles 36, California.

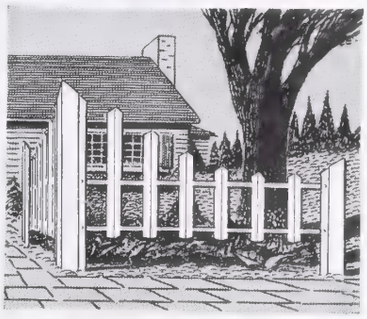


MARKET TALLY. There's a place for jotting down everything you need on this pad of printed grocery sheets, and you'll be the dream girl of the men behind the counter. You'll know exactly what your food bills are, too, because there's a column to enter the cost of each item, and a grand total. With leather-like holder and magnetized pencil, $2.75 ppd. Katharine B. Ward, Pleasantville, N. Y.



TIE HIM UP with a personalized tie clasp. It comes with his name in distinctive script, or a facsimile of his own signature cut from gold-plated metal. With either a grained leather background, or a gold-plated metal background, $5.95. Send signature or clearly printed name. $5.95. Initialed cuff links to match, $3.95. Tax and post. incl. Arpad Creations, 10 Fishe Place, Mount Vernon, N. Y.

NEW! DECORATIVE! ALL ALUMINUM LAWN & CORNER BORDER



with smartly styled pickets and BAKED ENAMEL FINISH *to provide years of* PAINT-FREE SERVICE

The new and distinctive alum-a-fence will add that *"decorator touch"* to your property and save you money at the same time. For alum-a-fence is the only fence made with a baked enamel finish that resists fading, chipping or peeling and eliminates annual painting. Heavy gauge, rust-resistant aluminum is your assurance of long, durable wear. The smartly styled pickets are available in 6 attractive colors . . . to match or compliment the color scheme of your house, awnings or canopies.

Pickets, rails and stakes all packed with aluminum nuts and bolts for easy assembly. Shipped prepaid with money-back guarantee. Send check or money order direct. Sorry no COD's.

Each lawn and border unit consists of:

1 — 38" center stake (white only)
2 — 28" end stakes (white only)
4 — 36" picket rails (white only)
12 — pickets (graduated); choice of 6 colors: Green-Burgundy-White-Yellow-Blue-Brown

$12.95 ea. 2 for $25

Write for literature about other equally modern alum-a-fence products.

IDEAL IMPROVEMENT COMPANY
12 Hillside Avenue
Williston Park, L. I.

Ideal Improvement Co., 12 Hillside Ave. Williston Park, L. I., N. Y.
Enclosed is my check ☐ money order ☐
Ship immediately _____ alum-a-fence/s at $12.95 ea.—2 for $25.00.
Pickets should be ☐ Green ☐ White ☐ Blue ☐ Burgundy ☐ Brown ☐ Yellow
Name _____
Street _____
City _____



Victorian Gentlemen's Chair for the man in your life. Handcarved solid mahogany, 42" high, 26" wide, 34" deep. Covered in antique velvet, red, rose, blue, green, gold, $99.50. Plain velvet, green, red, dusty rose, lt. blue, rose, $89.50. Send 2½ yards your material $79.50. Ladies chair $5.00 less. Send check or money order for $50.00, bal. C.O.D. shipped within three weeks F.O.B.

REPRODUCTIONS
301 Julia St., Montgomery 6, Alabama

Save Money on
SILVER PLATING
BUFFING & REPAIRS

Send your silverware to D. L. Bromwell, Inc., Silversmiths since 1873. Bromwell silver restoring service guarantees you satisfaction, yet costs much less than you'd expect to pay! Antiques restored. Send for our free silverplating estimating book. It tells you in a jiffy how to estimate costs. For references consult any bank or credit agency.

In The Heart of the Nation's Capital

D. L. BROMWELL INC.
708 12th Street, N. W.
WASHINGTON 5, D. C.

CUTS 24 PERFECT "FRENCH FRIES" IN ONE STROKE!



Here is the first professional type potato and food chopper to be sold at a popular price. Mrs. Damar's Jiffy Chipper is simple, sturdy, and extremely easy to use. Just insert a whole potato, press the handle and *presto* —24 perfect "French Fries"! It's wonderful for dicing other foods and salads too. Made exclusively for us in a rust-defying and gleamingly plated finish. Easy to clean, absolutely safe. A wonderful gift. Sold exclusively by mail, at only $2.98 postpaid or C.O.D. plus postage charges. 1 day money-back guarantee. Write for free copy of Mrs. Damar's guide to Happy Housekeeping.

Mrs. DOROTHY DAMAR DEPT. PC-114 22 Treat Place, Newark 2, N. J.



FAITHFUL HOUND DOGS
ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 47 pounds

Solid Brass Dogs $29.95
Cast Iron, black satin finish $19.95

Catalog of other sizes 6 cents. Transportation collect

TENNESSEE CHROMIUM PLATING CO.
206 Louise Avenue N Nashville 5, Tennessee



At long last—hot hors-d'oeuvres or a buffet dish that really stays hot!

Our new "Electriglass" serving tray, made of shatter-proof glass, keeps hors-d'oeuvres or any buffet foods hot at a constant radiant heat of 140 degrees—yet does not cook or dry them. AC or DC. Tray complete with cord, large, 19.95; small, 16.95 Guaranteed for one year.

Lord & Taylor, 424 Fifth Avenue, New York 18

For Comfort...For Health

HUMIDIFY . . . that dry, stuffy air...QUICK, EASY!

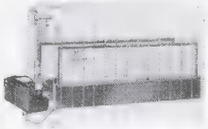


Put Auto-Vent Humidifiers on your steam radiators and eliminate desert dryness in your home or office.

It's easy, no tools required. Just remove air valve from radiator and replace with Auto-Vent. No water to carry—no messy pans to fill. Auto-Vents supply healthful humidity *automatically*, all winter long. Results guaranteed.

Each $5.50

FOR HOT WATER RADIATORS, order automatic humidifier at right. Easily installed. Healthfully moisture-conditions average size room. $12.00 to $15.00.



Maid-O'-Mist Convector Humidifiers also are available for cabinet or concealed type CONVECTOR RADIATORS and all types of WARM AIR FURNACES. Thousands of satisfied owners are now enjoying this inexpensive method of moisture-conditioning the air in their homes. Write for Free booklet.

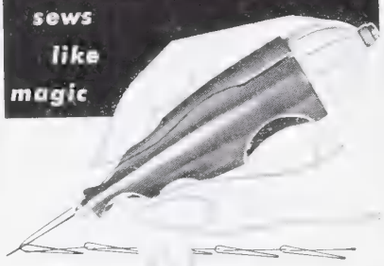
Send Cash or Check—We Pay Postage

MAID-O'-MIST, INC.

3220 N. Pulaski Rd., Chicago, Illinois

MAGIC · STITCHER

sews like magic



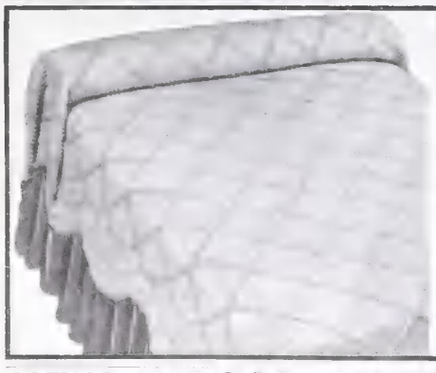
THE GREATEST INVENTION IN HAND SEWING SINCE THE NEEDLE

Now you can do a professional job at home in half the time. Sew a beautiful invisible blindstitch hem *without rethreading your needle*. For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking—other stitches. Uses regular or *elastic thread*. Light as a feather (1 oz.) fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted.

2.95

ALBIN OF CALIFORNIA

111-15 N. La Cienega, Beverly Hills 1, Calif.



Heirloom Coverlets

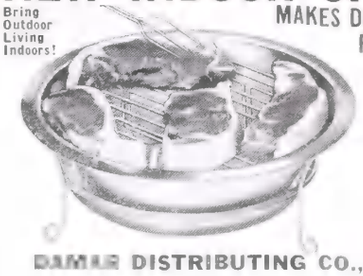
of washable, ivory-white chenille. Graceful scalloped edges. It's the new trend in bedroom decor. Twin coverlet $9.95 . . . Full $10.95. COMBINE IT for a two-tone effect with a washable poplin dust ruffle in solid grey, light green, hunter green, sun yellow, rose-pink or white. Twin dust ruffle $8.50 . . . Full $9.50. Postage Prepaid.

Colten's, 1351 Beacon Street, Brookline 46, Mass. Est. 1921

NEW INDOOR CHARCOAL-BROILER

Bring Outdoor Living Indoors!

MAKES DELICIOUS STEAKS, CHOPS, HAMBURGERS, FRANKS, POULTRY, FISH WITHOUT SMOKE

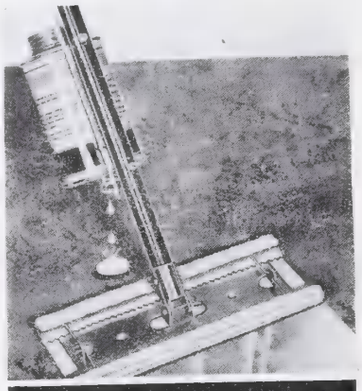


For the most lip-smacking eating you've ever known, charcoal broil steaks, fish, fowl, etc., on CHARCOOK! Proved over 90% smokeless. Self-sterilizing. Made of nickel-plated steel with 10¼" grill. Ash and drip pan eliminates dirt and grease. Requires no kindling—lights over gas or electric stove in seconds, then burns for hours without attention. Also ideal for gardens, picnics. Large box of finest hickory and hardwood charcoal included free. Price, only $4.95 complete, plus 75c postage. Or, sent C.O.D. $4.95 plus postage. Money back if not delighted. Order *now!*

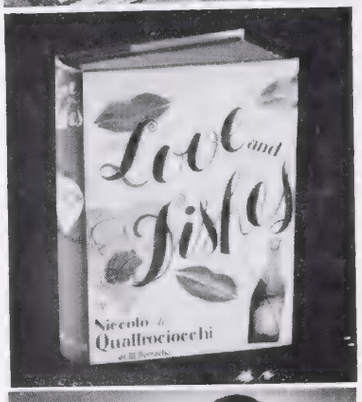
DAMAR DISTRIBUTING CO., 22 Treat Pl., Dept. CK 100, Newark, N. J.



Window



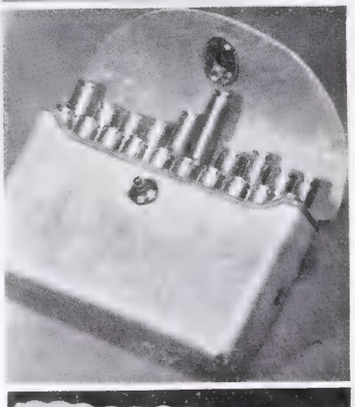
RELAX WHEN YOU WAX your floors. The Wonderway Automatic Waxer cleans and polishes in one quick operation, without bending! The trigger on the handle releases right amount of liquid wax. The 16-oz. container holds your own favorite brand. Polishing head spreads wax smoothly. You can do 450 sq. ft. of linoleum in 10 minutes! $2.95 ppd. J. H. Smith Co., 85 Pierce St., Greenfield, Mass.



"LOVE AND DISHES" is a saucy combination of witty autobiography and wonderful recipes. Written by Niccolo de Quattrocicchi, owner of El Borracho, that famous New York café, it's a fantastic account of his unusual career in which he has crossed paths with notables of the stage, screen, and society. With recipes from famous restaurants all over the world. $4 ppd. Bar Mart, 62 W. 45th St., New York 19.



PORTRAIT OF THE ARTIST AS A YOUNG MAN. Give a little Rembrandt this blue denim apron, and he'll have the time of his colorful young life and keep clean, too. Even if his studio is the nursery, his easel a play table, he'll produce masterpieces that qualify him for a one-man show. With a coloring book and crayons in its special pockets. $2.25 ppd. J. J. Anthony, Box 402, Milwaukee 1, Wisc.



CARTRIDGE CASE. If you have a shooting man in the family who takes off into the hinterlands on the first day of the hunting season, give him this cowhide cartridge case. It has individual compartments for each shell, keeps 20 handy, dry, and safe from loss or damage. Be sure to specify caliber when ordering. With loops to slip it over a belt. $5 ppd. George L. Jensen, 4100 W. 49th St., Denver, Col.

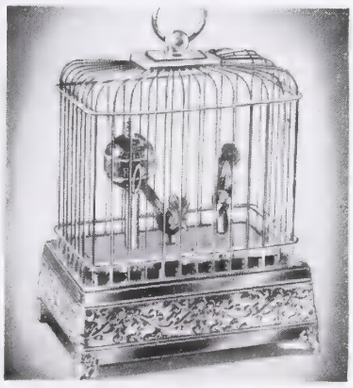


WHAT'S IN A NAME? When you're the mother of a new baby and you've chosen his name with enormous care, you want to show it off. Tie Bak is a personalized ribbon that holds the pillow in place, ties in a bow outside the hood. In blue, pink, white, maize, or gray satin with contrasting name. $2 ppd. No c.o.d.'s. Jay Monogramming, 54 East Mount Eden Avenue, New York 52.

Shopping



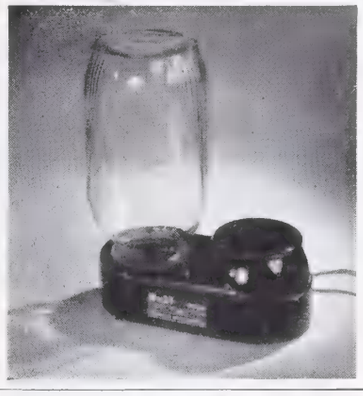
WHEN LOVEBIRDS WAKE YOU, the scuffle between sleep and get-up time is not a violent one. The music-box alarm is more like the closing theme of a sweet dream, and the red and blue feathered birds tick-tock with minuet precision in a gold-plated cage. A 24-hour clock revolves around a quarter-hour indicator. 7½" high. $30 incl. tax. Ppd. Moroccan Art Center. 30 Rockefeller Plaza, New York.



AN EXTRA CLOSET is what this new On-A-Door cabinet gives you when you attach it to your kitchen door. Its shelves are adjustable so they'll hold the smallest spice boxes, the largest soap flakes. Order another for bathroom necessities. 40" high. 20" wide. 3¾" deep: in ready-to-paint natural wood. $10.95: white enamel. $12.95. Exp. coll. National Mail Order Co., 831-833 W. Washington Blvd., Chicago 7, Ill.



ELECTRESTEEM VAPORIZER is absolutely safe even in the nursery because it shuts off automatically when the water is used, and water in jar can't scald. Recommended by doctors for colds, respiratory ailments, it steams for 10-24 hours. About 7½" x 11" high, standard model, $5.95: de luxe, $6.95. Ppd. Direct Sales, Box 1271, Dept. B, Cincinnati, Ohio.





Silicote Household Cloth

POLISHES AS IT DUSTS!

This is the "miracle cloth" you've read about—it cleans, dusts and protects furniture, woodwork, glass, enamel, etc. Newly developed silicone solution in the cloth leaves a gleaming luster wherever you dust, gives a mirror-like finish that resists water, alcohol and acids. Odorless, colorless, no greasy residue to smudge or gather dust. One cloth lasts for months. Get one for the car, too.

SATISFACTION GUARANTEED ON EVERY PURCHASE FROM WALTER DRAKE

each **89¢** POSTPAID

2 for $1.69

COLORADO RESIDENTS ADD 2% TAX

Walter Drake 191 Drake Bldg. Colorado Springs 8, Colo.

DESTROY UNWANTED HAIR FOREVER

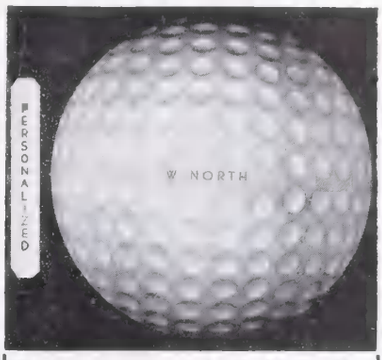


TEMPORARY RELIEF IS NOT ENOUGH

Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER*. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

SEND 6¢ COINS OR STAMPS FOR BOOKLET "NEW BEAUTY FOR YOU"

MAHLER'S, Inc., Dept. 8-A, Providence 15, R. I.



Monogrammed Golf Balls

No more arguments now as to which golf ball belongs to whom. The golfer can rightfully claim his own, if he tees off with personalized ones. For that golf hound of yours, this will be his favorite gift. Best quality golf balls, name stamped in blue. Limit: 12 letters and spaces inclusively.

$11.40 doz. postpaid

No C.O.D.'s Please

EUNICE NOVELTIES Dept. B-11

Our 11th Year

P.O. Box 41 Rego Park, N. Y.

CERAMICS *IN YOUR* KITCHEN



Make lovely vases, costume jewelry, trays, statuettes, lamps, etc. with our amazing, inexpensive

NEW HOME CERAMIC KIT

No art or modeling skill required. Instruction Book shows anyone just how to make many lovely things. Kit contains large package new DELLA ROBBIA MIRACLE CLAY which hardens permanently without kiln firing, plus 10 jars of different colors, glazes, 3 modeling tools, brushes for painting, etc. Follow book to make items desired in clay. Let harden, then paint and decorate as desired and get smooth, lasting glaze by baking in your own oven.

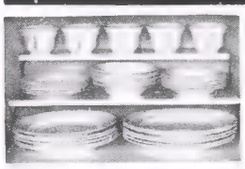
TRY KIT 7 DAYS AT OUR RISK

SEND NO MONEY. Write today. Ask for CERAMIC KIT NO. 600. When postman makes delivery, deposit only $5.95, plus postage. Use Kit for a week. If not delighted, return used Kit and get full refund. (We pay postage if you send $5.95 with letter. Same money-back guarantee.)

SCULPTURE HOUSE, Dept. 201

304 West 42 Street New York 18, N. Y.





SPACE MAKER *for your cupboard*

$1.98

If you need cupboard space, the Xtra-shelf is the answer. Perfect for china and a fine idea for storing canned goods, glassware and spices. Two 20" step-back shelves, upper 3" deep and lower 6" deep. Space under lower shelf. Portable, and won't collapse under weight. As good as an extra cabinet! No. HK3052. Only $1.98 by mail, postpaid.



Write for Big Catalog . . . Free

Miles Kimball KIMBALL BUILDING

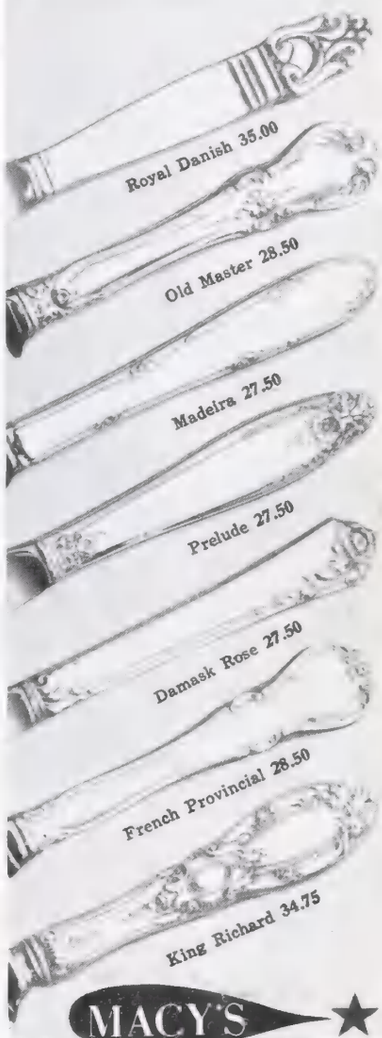
53 Algoma Blvd., Oshkosh, Wis.

MACY'S Silver Club Plan

Your Sterling Silver Service

ONLY $5 DOWN, $5 A MONTH

(24 pieces in 4 place settings)



MACY'S ★

Here's all you do:

- Choose from 158 patterns by all leading American silversmiths.
- Receive your sterling set with your first payment! Set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
- For 4 place settings (24 pcs.) $5 down, $5 a month;
  6 place settings (36 pcs.) $7.50 down, $7.50 a month;
  8 place settings (48 pcs.) $10 down, $10 a month;
  12 place settings (72 pcs.) $15 down, $15 a month
- Receive, without extra charge, a jewel-box anti-tarnish silver chest... engraved initial on each piece!

Prices are for 6 pc. place settings, including Federal Excise Tax. Price-fixed by mfr. under Feld-Crawford Act of N. Y. Prices and terms subject to change without notice.

Macy's, Box 70, N.Y.C. (1) HB 1

Enclose $_____ down payment

Pattern_____ No. of place sets_____

Name_____

Address_____

City_____ State_____

Employed by_____

Position_____

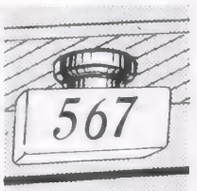
Name of Bank_____

(wife should give husband's occupation)



NOW! LIGHT THE WAY TO YOUR HOME with "ADDRESS-O-LITE"

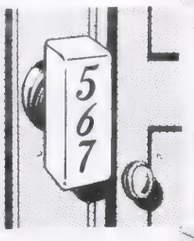
Gives instant, positive house identification



Your house numerals really stand out with these smart new outdoor lamps. Visitors locate you in seconds by night and day. Also gives your doorway and porch plenty of light. Helps prevent bruises and falls . . . protects you from liability . . . discourages prowlers who shy away from well-lighted houses. Beautifully designed for any style home . . . will last for years and years . . . simple to install. Makes an ideal gift!

HERE'S WHAT YOU GET!

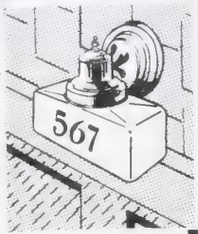
Solid copper U. L. approved standard fixture, electrically wired with cross-bar and screws for easy installation (your choice of Black Satin or Polished Copper finish). 3½"x8¼"x3½" white opal glass, plastic numerals for address and special weatherproof adhesive.



CEILING FIXTURE UNDER EAVE ONLY **4.95** Postpaid

CEILING FIXTURE ON SIDE OF DOOR. Complete instruction with all styles. **4.95** Postpaid

WALL FIXTURE FOR ABOVE AND SIDE OF DOOR **5.95** Postpaid



UNCONDITIONAL 10-DAY MONEY BACK GUARANTEE

ORDER TODAY—send check or M.O., postpaid—or C.O.D., you pay postage

MAIL THIS COUPON TODAY!

BONNIE MERRILL PRODUCTS CO., 1170 Broadway, N.Y.1, N.Y.

Please rush to me:

_____ STYLE "CS" Ceiling Fixture, Blk. Satin Finish @ $4.95
_____ STYLE "CP" Ceiling Fixture, Polished Copper @ $4.95
_____ STYLE "WS" Wall Fixture, Blk. Satin Finish @ $5.95
_____ STYLE "WP" Wall Fixture, Polished Copper @ $5.95
_____ Opal Glass, Plastic Numerals & Adhesive (less standard fixture) @ $3.95
NUMERALS FOR YOURSELF _____
NUMERALS FOR FRIENDS _____

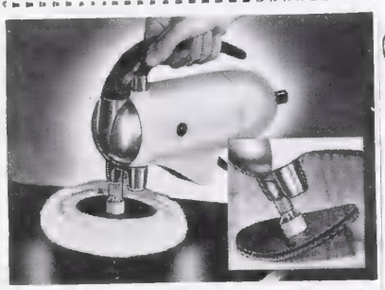
Enclosed find ☐ Check ☐ Money Order ☐ Ship C.O.D. plus postage

Name _____

Address _____

Town _____ Zone _____ State _____ HB-1

Pat. Pend.



USE ELECTRIC MIXER TO WAX, POLISH, SAND with new slip-on TOOLZON

Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

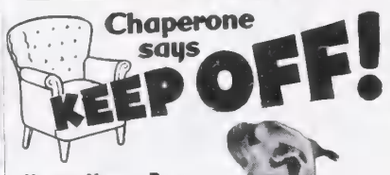
TOOLZON for kitchen mixer or workshop drill **$3.00**

Extra wool buffer $1.00

Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.

BOX 265H • WALNUT CREEK, CALIFORNIA



Chaperone says KEEP OFF!



Keep Your Dog Off Furniture, Rugs, Etc.

Just shake a little **Powder Chaperone** on anything you want to protect. You can't smell it; dogs avoid it! Easy way to train, stops puppy damage to slippers, drapes, etc. Harmless. Keeps male dogs away from females in season.

SEND NO MONEY

Order **Powder Chaperone** C.O.D. $1 plus postage (or send $1 bill at our risk and we'll pay postage). *Money-Back Guarantee.*



Kitty Chaperone keeps cats off chairs, etc., and from clawing furniture. $1.

Dry Bathe Your Dog

Chaperone Dog Cleaning Powder cleans dogs better than water, avoids colds. Stops scratching; stops odor. Shake on, rub in, brush out. Big Pkg. $1.

For Outdoors

Liquid Chaperone keeps dogs, cats, other animals out of garbage pails, away from gardens, shrubs, evergreens. Safe. Spray on; does not wash off. 8 oz. $1.

SUDBURY LABORATORY

Box 459 S. Sudbury, Mass.

PRINT YOUR OWN POST CARDS

The GEM STENCIL DUPLICATOR saves money . . . gets results quickly! Hundreds of uses for every type of business and organization. No experience needed. We ship the GEM complete with all supplies. Guide Board for accurate printing and 60-page Book of Ideas at the special low price of only $8.50. The GEM is *guaranteed forever.*

FREE TRIAL OFFER

Use the GEM FREE at our expense! SEND NO MONEY. Write and complete GEM outfit will be sent you postpaid. After ten days, send us only $8.50 or return the GEM. You must be satisfied! WRITE TODAY.

COMPLETE OUTFIT only **$8.50**



Send No Money Write Today

Our 21st Year

BOND EQUIPMENT CO. • Dept. 36

6633 Enright • St. Louis 5, Mo.

HANG 32 GARMENTS IN YOUR CAR— END PACKING TROUBLES ON TRIPS



This amazing HANG ALL Auto Wardrobe Rack fits flush with the roof of your car above doors or windows. Does not obstruct rear view vision or touch doors or windows. Attaches in seconds to any make or model car—instantly detachable if desired. Supports 100 lbs. of clothing full length. Only $3.98 for nickel-plated model. Sent postpaid — or C.O.D. plus postage charges. Money back in 10 days if not satisfied. Write for free catalog.

Dept. H-2. **DAMAR DISTRIBUTING CO.** 22 Treat Place Newark 2, N. J.

Window Shopping



JOHNNY-ON-THE-SPOT is Reviva, the triple-action cleaner. White ring on the sideboard from a bottle of Scotch? Perfume spilled on your dressing table? Trot out your Reviva, because it banishes most stubborn furniture and floor surface spots, cleans, de spots, and polishes in one swif operation. Quart, $2.50; pint $1.50. Add 25¢ postage. Mrs. Mark Jackson's Studio, 68 Wes 58th Street, New York 19.



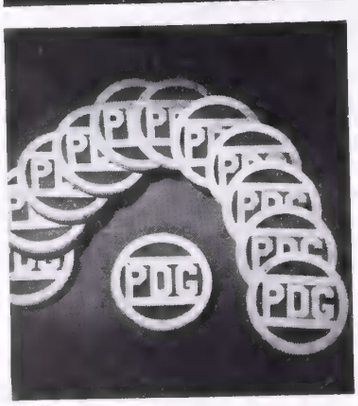
OPEN THE DOOR, the light' on. Close the door, the light's off Lite Switch works the magic, and you'll want one for every close in the house. It installs in 5 min utes. Just screw adapter socke into closet light socket, insert 2 screws to hold switch mechanism Enclosed in plastic case, with 6 ft of cord, screws, and instructions 100-watt switch is $1.69; 2 fo $2.98. Ppd. No c.o.d.'s. Rene Craft Products, Wilmette 3, Ill.



ELASTIC PLASTIC is a new modeling material that molds like clay, yet is easier and cleaner t work with. A young sculptres can make her own figures, ash trays, wall plaques, and in 2 hours, her *objet d'art* will b permanently hardened. The se comes with metal molds, bead and colored pipe cleaners for legs 4 jars of colored re-usable plasti $3.25 ppd. B. H. Miller, 677 N Michigan, Chicago 11.



GOOP is a new hand cleane that removes grease, ink, paint any difficult stain from you hands without water. It contain lanolin, so it's easy on your skin too. Wonderful for your husban who likes to tinker with the ca your third-grader who gets in everywhere but in his notebook The 5-ounce tube is 50¢; quar $1. Postpaid. Goop, 6945 Mitchel Ave., St. Louis, Missouri.



CORKING COASTERS. E tertaining at home can be goo fun for you too. And there will b no weeping over drink stains tha marred your antique coffee tabl if you have these smart cor coasters. Monogrammed in natu al cork in block letters on blu brown, or green, 12 coasters a $3.65 ppd. No. c.o.d.'s. Underli last initial. Eunice Novelties, B 41, Rego Park, New York.

(*Continued on page* 21)



. **Built-in Bookcases** add dignity and charm. Plan them with or without cabnets, according to your needs.



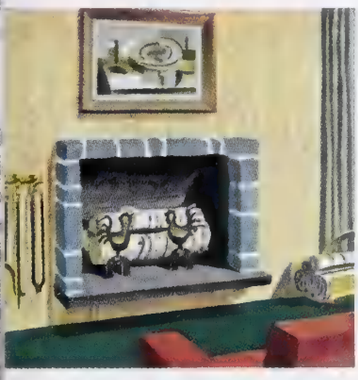
2. **A Television Corner** provides an attractive setting for this coming "must" in home furnishing.



3. **Frame a Picture Window** in the soft luxury of Weldwood. This "one wall" treatment is gaining popularity.



4. **Corner Cupboards** bring grace, charm and convenient storage space to your dining room or breakfast nook.



5. **Panel the Fireplace Wall** to accent and ncrease the appeal and livability of our living room.



6. **A Dining Room Wainscot** can make a striking improvement in either traditional or modern rooms.



7. **Half-High Storage Wall** makes the ideal division between living and dining sections in small homes.



8. **Dress up the Foyer** to create a good first impression. Weldwood paneling here adds real luxury.



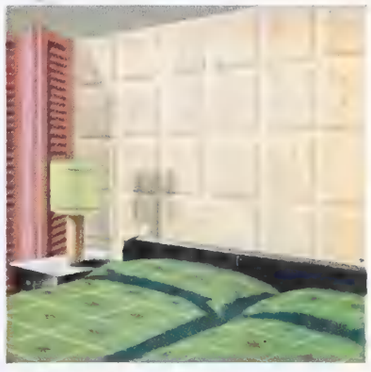
9. **Set off a Bay Window** with Weldwood, and watch it become a commanding point of interest.



10. **A Bright Breakfast Nook** can come to life as part of a large kitchen. Weldwood makes this easy.



11. **Playroom Ceiling of Weldtex® Squares** goes up quickly and easily. Squares fit 16" on center joists.



12. **Panel the Wall behind your bed** and bring real distinction to your bedroom. It's inexpensive.

12 Inexpensive Ideas...

TO BEAUTIFY YOUR HOME WITH WELDWOOD

Ever notice how just a touch can make all the difference in a room?

Look around your own home. Chances are you've planned dozens of little improvements, new conveniences.

Include Weldwood® Plywood in your plans. You get decorative beauty *and* structural strength in *one* easy-to-use, fast-to-work material.

Do you have a traditional home? Or does your taste run to modern interiors? Whichever you prefer, Weldwood blends perfectly. Because a wide variety of fine cabinet woods . . . imported and domestic . . . is available. And Weldwood can be finished to match any mood.

Another important point: For one corner, one wall, or an entire room ...Weldwood is *practical, permanent.* It's guaranteed for the life of your home. And you never have the muss and expense of periodic redecorating.

So don't wait any longer. Beautify your home. Make those improvements you've planned. And make them with Weldwood. You'll be glad you did.

Weldwood PLYWOOD

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46, N. Y.

Gentlemen:

Enclosed is 10¢ for which please send me your booklet, "Beautiful Wood for Beautiful Homes".

"I'M THE PLASTIC BOND"

Weldwood

PLASTICS AND WOOD WELDED FOR

NAME_____

STREET_____

CITY_____ ZONE____ STATE_____ HB-1-51

"Congratulations" How beautifully a bouquet of handsome Colorado Carnations expresses this cordial thought! These facile flowers fit every mood—offer tasteful proof of your approval and warm praise. And whatever your friendly wish—from "Congratulations" to "Welcome"—say it with Colorado Carnations, because...



APPOINTMENTS BY W. & J. SLOANE, SAN FRANCISCO

COLORADO CARNATIONS

Say it Best

COLORADO STATE FLOWER GROWERS ASSOCIATION



This trade-mark identifies the finer, longer-lasting Genuine Colorado Carnations.

Window Shopping

CONTINUED FROM PAGE 18



LYING GEESE, cut out of e copper holder, send this hand- ne casserole to the dining-room ole with flying colors. The rnished gleam of the copper mbined with the forest green amic casserole is enormously corative—and, of course, the t. casserole is ovenproof. $7.50. *individual* size, it's darling. 75 each, $10 for 4. Ppd. Brass wne Treasures, 806 Maple St., rrace, Pennsylvania.



TTLE-FUSS BUDGET, de- oped by a well-known insur- ce executive, consists of a very od budget book, bound enve- es for payments and receipts, 3-year calendar, pad, and pen- The publisher even maintains day Question and Answer Serv- for a nominal price. So if 're in the well-known hole, e's one way to get out. $2.95 l. Leo C. Henriksen, P. O. x 251, Monrovia, Calif.



A BAG, bursting its seams h a dozen tins of quality sea ds, is a grand gift for every tess and gourmet on your list. luded are 3 tins of Albacore na, 2 tins of Smoked Oysters, ns of Smoked Oyster Spread, ns of Kippered Sturgeon, 3 tins Chinook Red Salmon. With pe booklet, "Helpful Hors euvres Hints," $5.95 ppd. th Star, Inc., 1001 Westlake . No., Seattle 9, Wash.

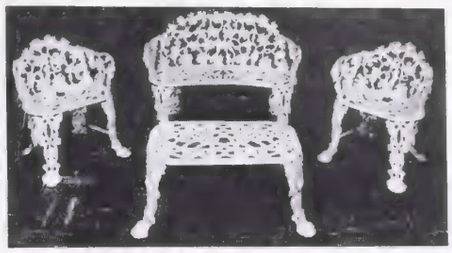


IVET LOVE LIGHT. A charmer for your colonial dle stand, a hall console, his hurricane lamp with a ught-iron trivet base. With candle removed, it becomes guiling bud vase for a single . a bunch of cropped carna- s. 8" high, 10" long over-all. 5 postpaid. Order from Studio Painsville, Ohio.



ARNING'S FUN if you h up on your addition with *Arithmetic,* the jovial school- er on these filled-vinylite rec- l, who makes it a game. *The ing Clock* comes with a face a youngster can follow in- tions and learn the time. *Mr. ic Man* creates an interest in ic, teaches the scales of C and 3.50 the set, plus 25¢ post. or that Never Tires, Inc.," 327, Bronxville 8, N. Y.

Attractive prices on these Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS



All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

This complete set in grape design, with large settee. **$72.00**

Large settee #601 39" wide **$25.00**

Armchairs #602 22½" wide **$18.00 ea.**

Table #160 30" wide **$11.00**

Antique Foot Scraper and Umbrella Stand

Exact copy of New Orleans antique. Combination foot scraper and umbrella rack. Painted white or black. 17" high. Base 11" wide. **$6.50**



JUST THE THING FOR YOUR AFRICAN VIOLETS



or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send $24.50.

WALL BRACKET for FLOWER POTS

12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. $4.50.



Many other cast iron and cast aluminum items at attractive prices.

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

Send for catalog of other items

J. F. DAY & CO. Dept. B1 1901 4th Ave. South Birmingham 3, Ala.



REPLATE YOUR OWN SILVER ...in 5 minutes!



QUADRUPLE **Silvaplate*** remarkable plating polish contains SILVER in liquid form, quadruple strength.

JUST RUB ON WITH A CLOTH to re-silver worn Sheffield and similar silver-on-copper ware, and to silverplate any article having a copper, brass, bronze or nickel-silver base. Silverplates worn chromium, musical instruments, medical and sporting equipment, boat fittings, etc. (brass base). Won't wash off! 10 DAY TRIAL. REFUND IF NOT SATISFIED!

SAVE MANY $ $ $ $ in plating costs with 8 oz. ECONOMY SIZE $7 ($1 saving) plates over 2,500 square inches! 4 oz. bottle, $4.

SPECIAL OFFER: With every $7 bottle, one dozen SILVA-CLOTHS (handy application cloths) AT NO EXTRA CHARGE!

MAKES A WONDERFUL GIFT

*T.M. Insist on genuine QUADRUPLE SILVAPLATE, product of Silvaplate Corp., N.Y., tried and recommended by two leading national magazines. Actually good for your silver. CONTAINS NO MERCURY, CYANIDE, OR HARSH ABRASIVES.

©1950 Silvaplate Corp. N.Y.

VISIT OR ORDER TODAY FROM

LITTLE GREY FIXIT SHOP
"We Mend All But Broken Hearts!"®
Art Objects, Silver, China, Glass, Jewelry, Etc.
Dept. B-1, 1300 Madison Ave. (92nd)
New York 28, N.Y.
Please Rush: (Sorry, No. C.O.D.'s.)

.....bottles (8 oz.) SILVAPLATE @ $7 (includes 1 free doz. SILVA-CLOTHS).
.....bottles (4 oz.) SILVAPLATE @ $4
.....pkgs. of 12 SILVA-CLOTHS @ 25c

I enclose check or M.O. for $.....
Add 25c for shipping. N.Y.C. 2% Sales Tax.

NAME .....
ADDRESS .....
CITY.....STATE.....
Phone ATwater 9-4020

CERAMICS
NO KILN REQUIRED

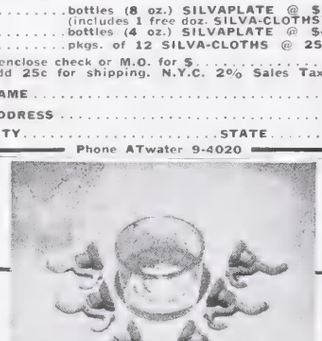
SIX beautiful and **GENUINE** ceramic kiln-fired pieces trimmed and ready for decorating! Also, **FOUR** colorful glazes that can be heat-hardened in your **KITCHEN OVEN!** You don't need a kiln! Actual catalog value, $6.00. Special price, complete outfit No. 822, postpaid **$2.50**

Our big catalog lists many unusual casting materials. For example, **CERACAST,** the clay that can be hardened in your **KITCHEN OVEN** with beautiful glazes to match! Introductory outfit consists of **THREE CERAMIC MOLDS** for making beautiful **DEMITASSE CUPS & SAUCERS** and attractive **CERAMIC BROOCH** (see illustrations above), 4 colorful glazes, brushes, instructions and quantity of **CERACAST** clay! Complete outfit, No. 25-B, special price .....postpaid **$4.95**



Other unusual items . . . **CASTEX,** the clay that makes **UNBREAKABLE CASTINGS! CANYON COLORS,** the most amazing decorative material you have ever seen! And others too numerous to mention. Send only 25c for our catalog listing over 300 **MOLDS, BISQUE WARE,** accessories and decorative materials. Valuable book on **CASTING** will be included with catalog at no extra charge!

PLASTICAST COMPANY (Dept. 8)
170 N. Halsted St., Chicago 6, Ill. P. O. Box 987 Palo Alto, Calif.



HANDI-HOOKS. How many times have you wanted a temporary hook in a convenient place — in the bathroom, in the car, kitchen or most anywhere? These little plastic hooks with their suction cup fasteners are the answer. Up or down in a jiffy without marring the wall — they may be attached to any smooth surface and will support up to six pounds. Ideal for children because they can be placed at convenient height. Six hooks all of one color or in assorted colors of pink, blue, yellow, green, red or mahogany — packaged in a durable clear plastic container that also has many uses.

$1.00 ppd. No C.O.D's., Please

MADISON HOUSE, INC.
54 POST ROAD, MADISON, CONN.

PROTECT CHILDREN
Keep Pets Clean with **FLEA-NO MAT**



For large dogs . . . 28" x 36" **$4.95** POSTPAID

15"x28" ONLY **$2.95** post paid

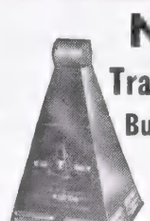
Very Economical!

Flea-no-mat
kills insects — stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately — rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today — money back guarantee! Check or Money Order

V. F. GARRETT CO.
Manufacturer
P.O. BOX 1143-113, DALLAS, TEXAS

NEW!
Trash Disposal Unit Burns Refuse Safely



A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to:

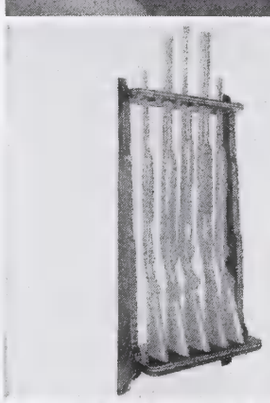
ALSTO COMPANY
Engineers Bldg., Dept. HB-1
Cleveland 1, Ohio



Window



ONE FOR THE SHOW. Georgian wall shelf that's m of rich solid mahogany, has d cate spindle turnings that g your china treasures a most fective display area. Incom rably lovely with a mirrored b at $27.50, it also comes pla $17.50. Express collect. A rea distinguished piece for any lector from Raymond Koons teriors, 2527 West Homer Chicago 47, Illinois.



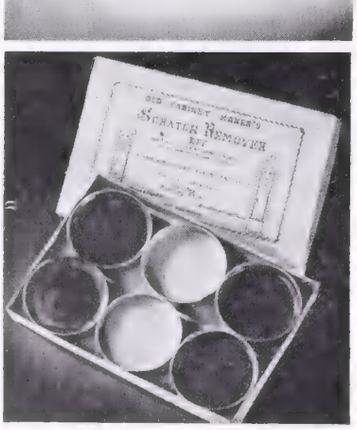
RACK 'EM UP. A hands gun rack, that will show o man's collection of firearms keep them safe from inexp enced handling, holds as many 5 guns of all types, ancient modern. Made of solid walnut measures 46½" x 19½" x 10 deep, hangs on his study w stands on the floor with the e attachment of two legs. $22 ppd. The Nimrod Co., Dept. 1701 Arch St., Philadelphia 3.



STRING ALONG with Early American string box, you'll always have twine w you need it—for wrapping pa ages, tying up cartons, mark off flower beds. The knotty p box has a pewter butterfly on front, and his feeler is a str cutter. The string box, comp with a ball of twine, is $2.95 p The Essex County Guild, T field, Massachusetts.



ART ON TILE. We've see lot of tiles during our WIND SHOPPING rounds, but these, think, are the loveliest of all. subjects, hand-painted u glaze, are truly beautifully ecuted, and the framing is equ artistic. Horse scenes or scapes, matted in natural li with hand-rubbed frames, m ure 12" over-all. $10 each 75¢ post. Clay-Craft, Inc., Broadway, New York 23, N



SCRATCH-REMOVER K Maybe there are other prod on the market that rem scratches from furniture satis torily. But this is the first w found. In the kit, there is a ernization of an old formul use for over 200 years. There also 5 shades of wax—pine, ple, mahogany, walnut, natur to hide scratches. $1.25 plus post. Cape May Country S Cape May, N. J.

Shopping



ANTER'S PUNCH. That vision set you got for Christ- will be even more wonderful ou have this lamp for it. The ular base is a planter for ivy, the reflector lamp shines up- d for subdued illumination. 3-way turn socket is for 30- 00 watt bulb. Solid copper, high, with 8 ft. cord. $9.50 coll. Whiting Co., Box 309, nville, Conn.



TUMN BREEZES. Just to at the enchanting figure of bone china Royal Doulton e makes you feel the zing mid-October's winy air. Her eful arm anchors a plumed and she wears a russet gown. ies an ermine muff. Master- modeled and hand-painted. stands 7½" high. $35 ppd. nor Jewelers, 901 Bergen . Jersey City, New Jersey.



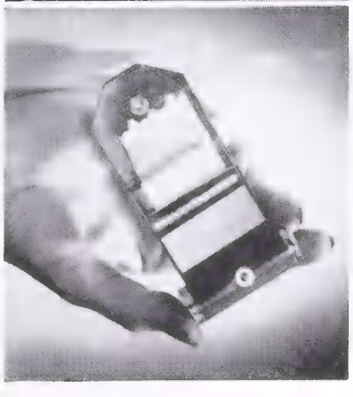
RTABLE ELECTRIC ATER weighs just 20 ds. heats an area of 12 feet, solutely safe. Even next to athtub there is no possibility ock. Aluminum grids, fused two panels of strong tem- d glass, are heating elements. -red rays have therapeutic . It uses 1250 watts, works AC or DC. $32.50 exp. coll. ant Heater Corp., 1 E. 35th New York 16, N. Y.



NIATURE IN OILS. A signed original oil painting ls on a folding easel hand- d by a blind craftsman. The rkable wood-working of this is particularly commanding you consider the rare talent ourage which goes into each . A delightful starter for a ture collection, you'll spot a show-off shelf. $3.25 com- . Ppd. Wood-cradle, Wood- . New York.



STICK KIT. With this red leather case in your bag, you'll be ready for a repair job after that im- nt luncheon date. And you'll he deed in a wink so your y will be hardly noticeable. mes with a little roll of tis- mirror, and case to hold your ite shade. With 2 tissue re- (extras available), $3 ppd. n Jay Gifts, Inc., 302 E. ham Rd., New York 58, N. Y.



-clip out and save-

DYEING by Denihan IS AN ART

DRESSES • GOWNS • DRAPES • etc.
DYED WITH A GUARANTEE
NOT TO SHRINK OUT OF FIT.
Plain Dresses $8 to $10.
(Domestic Dye). We Boast article
WILL NOT APPEAR DYED

Recommended and used by foremost couturiers • designers • and stores throughout the country!

DRY CLEANING
curtains • slipcovers • rugs •
bedspreads • linens & laces •
formals • wedding gowns •
knits • taffeta • velvets • etc
CLEANED OR DYED
(men's suits $2.75)

SUEDE & LEATHER
Specialists
SUEDE SUITS $8.00
GLOVES (short) ..... .50
MEN'S SUEDE JACKETS 4.75
(cleaned & redipped)

Are you annoyed with:
Intricate Pleating?
Stubborn Stains?
Lifeless Frocks?
Fugitive Prints?
Oxidized Apparel?
Tarnished Metallics?
Faded Home Furnishings?
WE CAN RECTIFY THEM!

Prompt
MAIL-ORDER SERVICE
Pick-up and Delivery
to all suburbs.
TE 8-2100

B. J. DENIHAN
215 EAST 64th ST., NEW YORK 21, N. Y.
Palm Beach • Hamilton, Bermuda
56 Years of GUARANTEED Service

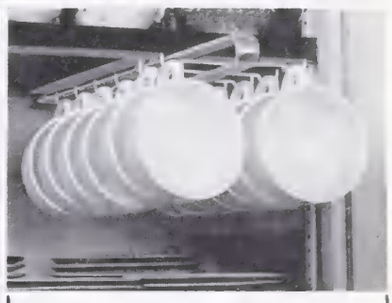


AT LAST! Electresteem
10 to 24 hour* Vaporizers
and ROOM HUMIDIFIERS!

Split-second steam action gives almost instant relief from misery of nose and chest colds. Absolutely safe! Remote water reservoir can't become boiling hot. Automatically shuts off when water evaporates. Detachable Vapo-cup for vaporizing medicaments. PREPAID within continental limits U. S. A. *Furnished with 48½-oz. jar for 10-hour vaporization. For 24 hours use 1-gal. Mason type jar. AC current only. Send check or money order (No C.O.D.) $6.95

STANDARD model in gleaming plastic $5.95

DIRECT SALES
P. O. Box 1271, Dept. B, Cincinnati 1, Ohio



GLIDE-AWAY
Cup Rack
Slides In and Out

It's been said time and time again that cups are the first of your china set to break. Now save your precious cups *and save shelf space* with the new Glide-Away Cup Rack. Just mount on under side of shelf. Pull out to remove cups, push in to store. Holds 12 cups. Complete with screws for mounting. It's wonderful!

Postpaid, only . . $1.35
Mail orders rushed same day
Satisfaction Guaranteed

DOWNS & CO.
81-BA SALEM LANE • EVANSTON, ILL.

COLLECTOR'S A.D.'S IN FINE BAVARIAN CHINA



From the world-famous MITTERTEICH FACTORY in Bavaria, here are three cherished COLLECTOR'S PIECES . . . lovely translucent china cups and saucers in rare designs. Worthy of a proud place on your mantel and table.

All Prices Postpaid
Satisfaction Guaranteed
Send for our new 1951 catalog of Unusual Gifts

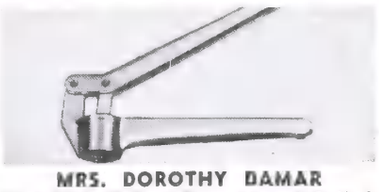
J—Dainty Meissen floral spray. Choice of black, maroon, or green with gold trim—cup and saucer....**$3.95**

E—Fully colored Meissen floral design, beautifully interlaced in coin gold—cup and saucer **$4.95**

K—Footed, assorted scenes, raised pearls, gold trim. Cobalt, black, green, or maroon cup and saucers.....**$7.50**

Dept. B, 545 FIFTH AVENUE BREN LINDA NEW YORK 17, N. Y.

FRENCH CHEF'S GARLIC PRESS GIVES *ALL-OVER* GARLIC FLAVOR



Here's how famous French and Italian chefs impart subtle, *all-over* garlic flavor to foods—without garlic lumps, slices or "hot areas." Just a slight pressure on this durable, aluminum Garlic Press converts garlic cloves to a smooth creamy *paste* that *blends* into your recipe. No more solid particles to spoil the delicate taste . . . no more surface or "high point" seasoning. Also helps keep hands free from odors. And it's ideal for crushing whole peppercorns, allspice, fresh mint, parsley, etc. Only $1.98, postpaid—or sent C.O.D. plus postage and handling. 10-day money-back guarantee. Send for it *now!* And be sure to write for my FREE catalog.

MRS. DOROTHY DAMAR
Dept. GP-3, 22 Treat Place, Newark 2, N. J.

Silverware
REPAIRED AND REPLATED



SILVERWARE REPAIRED AND REPLATED LIKE NEW

Gold, silver, nickel, chromium, brass and special finishes. Antiques restored. Write for price list or ship to us for estimate. If estimate is unsatisfactory we will return prepaid. Prices reasonable, all work guaranteed by our 60 years experience.

SIMMONS PLATING WORKS

219-223 Pryor Street, S. W., Atlanta, Ga.

Serving the nation for over a half century—Established 1891.

Cats Love to CLAW Furniture



KITTY CHAPERONE STOPS THEM

Cats are independent and seldom do as they are told, specially when it comes to keeping off the furniture, sharpening claws on the legs or tearing upholstery.

Kitty Chaperone keeps cats off beds and furniture—away from anything you want to protect. Just shake it on—you can't smell it; cats avoid it! Harmless. Big shaker package **$1.**

SEND NO MONEY!—Order your **Kitty Chaperone** C.O.D. $1, plus postage (or send $1 bill at our risk and we pay postage).

Money-Back Guarantee

Powder Chaperone

Keeps Dogs Off Furniture!



Protects chairs, sofas, rugs, anything you don't want your dog to use. Just shake on some **Powder Chaperone.** You can't smell it; dogs avoid it! Safe and easy way to train, stop puppy damage. **Powder Chaperone,** Shaker Package **$1.**

FOR OUTDOORS

Liquid Chaperone keeps dogs cats, other animals away from garbage pails, shrubs, evergreens, gardens. Just spray on; does not wash off. Harmless. 8 oz. **$1.**

SUDBURY LABORATORY
Box 460, South Sudbury, Mass.



FUN-TO-FINISH SAMPLER

It's easy, even for a beginner, to grace your walls with the Early-American charm of a *needlepoint sampler.* The only stitch required is *grospoint*, simplest of all. The design is finished. You fill in just the background. Two sampler kits available, so you can hang them in pairs.

Kit No. 9114 "To Have a Friend You Must First Be One."

Kit No. 9115—"Warm Hearts Keep Warm Hearths."

Kit includes: 8"x8" commenced sampler, tapestry wool, shadow-box style mahogany frame, glass for frame, simple working instructions.

one kit postpaid $2.95
two kits postpaid $5.75



Susan Smith

Dept. B, Dundee, Illinois

THAT MODEL LOOK



with the

New Make-Up Base

(Liquid)

TECHNI-VEIL

(TV7)

The perfect face a cover girl presents to the world isn't necessarily so. Models have complexion faults too. Their jobs demand perfection all the time. The camera doesn't lie—in fact, it magnifies. To present a flawless appearance models rely on make-up. NOW—a completely new make-up base created for models to keep them looking naturally perfect for 10 hours at a time without retouching—is made available to the general public. TECHNI-VEIL (Liquid Base) helps transform even imperfect skins into a beautiful complexion. Easy to apply as face powder, yet perspiration does not touch it, rain won't streak it. Cry-proof too. You won't know you have it on except for the wonderful attention it gets you. Five shades. Choose from the description below.

12 Make-Ups 25c

MODELS COSMETICS, INC. Dept. HB-1
30 West Hubbard St. Chicago 10, Ill.

Simply check the shade or shades you want, and send together with 25c which includes postage and government tax, for each shade desired.

Cream ____ Blush ____ Beige ____ Brunette ____ Sun Gold ____. Each package gives you at least twelve 10 hour TECHNI-VEIL "MAKE-UPS. You'll receive yours by return mail.

NAME .....

STREET .....

CITY ..... STATE .....

HOUSE PLANS



376 TESTED

DESIGNS—IDEAS—showing photographs, floor plans of homes actually built—$5,000 - $19,000. All types architecture, all climates, 1 & 2 story. Ready-to-build blueprints available $15-$25. Circle your choice of books below—50c each postpaid.

- Ranch and Modern, 70 Illus. Newest Suburban Homes, also Interiors, Decorating Details
- Artistic Homes, 31 New Block & Small Lot Homes.
- Charming Homes, 31 5 Rms. Popular Classics.
- Dream Homes, 79 Illus. Decorating Ideas, Plans.
- Attractive Homes, 40 Cape Cods and Colonials.
- Small Homes, 23 Choice Frame Designs, low cost.
- Selected Homes, 40 Monterey Ranch
- Brick Homes, 62 2-3-4 Bedrooms.

SPECIAL — ALL 6 BOOKS $3.00 PPD



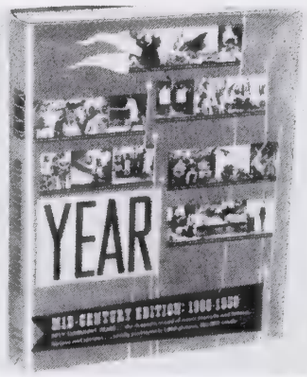
38 BARBECUE FIREPLACES 60c
Book Shows Photos + Plans

No C.O.D.'s please. Money-back guarantee.

CLEVELAND PUBLICATIONS, INC.
Dept. A 369 W. Washington, Pasadena 3, Calif.



Window



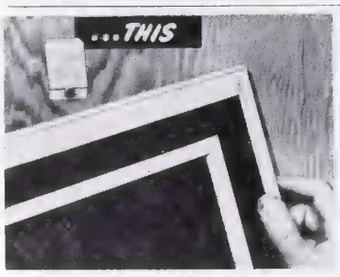
MID-CENTURY YEAR i
big pictorial history book
covers every important world
national news event and per
ality of the last 50 years. Th
are 2,000 pictures and 100
concise words covering the
eras from 1900 to 1950. Bea
fully bound, it's a superb gift
a man, or for a scatterbrained h
ess who wants to be *au cour*
$6.95 ppd. Year, Inc., 1348 C
line Drive, Los Angeles 49, C



PERSONALIZED TIE CL
His full name, or the name of
school, is sealed right into
good-looking tie clip—and he
marked man. Made of 14k g
plated metal with a Hami
finish, it comes nicely gift-bo
Name must not exceed 16 lett
$2.50 incl. tax & post. Wil-
Products, 3002 N. 5th St., Ph
delphia, Pa.



THE POOR FISH won't st
a chance with the Mystic Min
Lure. We asked the most ar
plug-casters we know about
—and now we are without
Mystic Minnow. They report
it will catch fish. The 4 diffe
heads supplied will give you
fishing action desired—with
100 bait combinations. In pla
case, $2.85 ppd. Nickel Ta
Co., 578 Riverside Ave., Jack
ville, Florida.





NO-NAIL HANGERS

HOLD 10 LB. - WON'T CRACK ANY W

No more cracked plaster or unsightly hol
more hammer-bruised fingers when you
pictures with No-Nail Hangers! Just m
and apply to wall—each No-Nail Hanger safely holds up to
Use them on plaster, paper, wood, glass, tile, metal. No
needed—easy to put on, easy to take off without marring

24 for 98¢ POSTPAID COLORADO RES
ADD 2% SALE

SATISFACTION GUARANTEED ON EVERY PURCHASE FROM W
D

Walter Drake

191 Drake Bldg., Colorado Springs 6, Colorado



MAP ASHTRAYS

4" pottery ashtrays designed in
shapes of the 48 States, Distric
Columbia and Hawaii. Handpai
under glaze. State flower in full c
Lettered with State's name and
desired, any town at no extra cha
Available with pastel green or
in tray's base.

$1.00 each, postpaid

Set of any four, $3.75 postpaid.
person's name included, 25¢ extra
tray. Shipped within five days
order received. *(No C.O.D.'s, ple*

ANNIE LAURA CERAMICS
Box 289 **Downey 29, C**

Shopping



HAS ITS UPS AND WNS, this versatile two-in- table. Raise it in a matter econds to its 29½" height for ng or Canasta. Lower it to 17" position for coffee or tails. Sturdily constructed of vari-grained Indiana black hut, the 30" x 36" top is stain stant. $29.95 shipped freight express collect. No c.o.d.'s. naby Fobes and Co., Green- le, Indiana.



QUETTE BOX, like the Grandma Lee stocked with nder, comes with six Herb n favorites. There's a cologne uit your every whim—Night ated Stock, Royal Purple, don Mist, Queen's Ransom, c, and Lavender. And the l-rubbed cherry box has a lock, so it's a perfect cache love letters. $14.95 ppd. Carl lund, 122 Fulton St., Grand ids, Michigan.



ERE YOU GO! Off on a se or bound for a resort where sun turns you the color of a z. And with you will go these 's by Capezio. They're cool back shell sandals with slim -around straps, come in deli- colors of kid. Pastel Blue, ly pink, yellow, orange, le, white, red, black, navy, to 10, narrow and medium. 5 ppd. French Boot Shop, 541 n St., New Rochelle, N. Y.

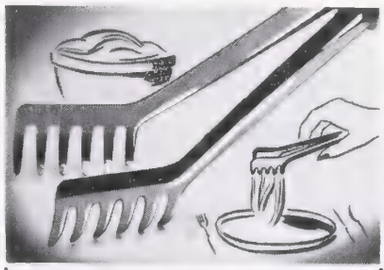


RNABOUT'S FLARE AY with this Flip-a-Dor ciga- box on your coffee table. lift it, turn it, and there are cigarettes ready for a light. the tan or maroon leather keeps your favorite brand ght fresh. With any full name old on top, it's just $5.00 paid. You may order from 'N Games, 3507 Sunset evard, Hollywood, California.



DKE DREAM for your and's library desk, your elor uncle's bedroom, is this er cigarette box that comes any name fired on an enam- copper strip. Lined with it holds a full pack of ciga- s, and the crystal ash tray ight on top. Green, tan, red, ue leather, 4" x 2" high, it's $5 including name and post- James Stuart Gifts, 410 Del- e Ave., Wilmington, Del.





Spaghetti Server

Crafted in Italy where the serving of spaghetti is an art. Works with tong action. Both ends have long, curved grippers that grasp the spaghetti and make it simple to neatly transport it from serving dish to plate. Of brass and heavily chrome-plated. 7½" long. Order No. HF4090.

$1.50 Postpaid

WRITE FOR FREE CATALOG

Miles Kimball Co.

33 ALGOMA BLVD., OSHKOSH, WIS.

EARLY AMERICAN Pipe Box



An attractive companion to the Colonial hearth, which can add a note of grace to today's fireplace, or . . . Decorative as a match or pipe box. Can also be used as a planter or handy letter and note box.

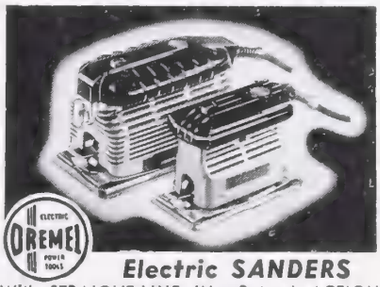
Made of Western pine. Finished to a rich, satin smoothness in a smoky maple color. Height, 14"—width, 4½"—depth, 3".

Sorry, no C.O.D's. POSTAGE PAID **$5.95**

REPLICAS IN WOOD *By Riggs*

3217 Sutherland Ave. • Indianapolis, Indiana

2 WAYS TO EASY SANDING • POLISHING



Electric SANDERS

With STRAIGHT-LINE (Non-Rotary) ACTION for Guaranteed SCRATCH-FREE Surfaces

You cannot get an absolutely *scratch-free finish* with rotary, orbital, or arc-type sanders. Dremel Sanders have *reciprocal straight-line action*—14,400 strokes per min. Only 2 moving parts, no oiling required; change paper in seconds; 8 ft. cord; 110-120 v. 60 cycle A.C.

MODEL "A" Over a quarter-million in use! A time and labor-saver for housewives, homeowners, hobbyists. Ideal for sanding woodwork, cabinets, unfinished furniture, etc. Perfect for polishing any waxed surface. Also a soothing massager. Weighs only 2½ lbs. Sanding pad 2½" x 5½". Furnished with 6 sheets sandpaper, sheepskin. 1 felt pad. **$14.85**

MODEL 2000 Added stroke and extra power for heavy-duty wood-working and building projects, furniture and cabinet making, boat building . . . refinishing, sanding and remodeling jobs. A superb wax polisher! Weight 5 lbs.; 3⅛" x 7" sanding surface. With steel carrying case, 25 sheets ass'td. sandpaper, sheepskin pad. . . . **$24.50**

WHERE TO BUY—Send remittance in full . . . we'll ship postpaid, or send only $2 now and pay postman balance plus postage and fee. Money back if not delighted after 5 days' trial.

DREMEL MFG. CO. Dept. 491-A RACINE, WIS.

LOW COST HOLLYWOOD BED LEGS



Now have an attractive Hollywood bed or studio couch this easy, economical way . . . with **Snap On Bed Legs!** Set of six legs fits all open type coil bedsprings . . . lock to angle frame simply, securely with strong steel clamp. Easy to install . . . amazingly sturdy. **Hardwood** model available in **natural** or **walnut**. **All-steel** model comes in **blonde** or **mahogany**. Satisfaction guaranteed. Shipped postpaid in sets of 6 direct from our factory.

OVER 100,000 USERS

No. 707

Select Height To Suit Your Needs

No. 107—all steel 7" high with glides $5.95
No. 707—hardwood, 7" high, with glides . . . 6.95
No. 109—all-steel, 9" high, with glides 7.50
No. 111—all-steel, 11" high, with glides . . . 8.75
No. 109-C—all steel, 9" high, with casters. 8.45

COLSON BROS.

7 West 44th Street, Dept. C
New York 18, New York
6061-C Santa Monica Blvd.,
Hollywood 38, Calif.

"BETTER PLANTS WITH LESS WORK"



4½" SQUARE *"self-watering"*

HAMILTON PLANT GROWERS

Permanent spun glass wick conducts water from separate reservoir base to roots. Saves time. Grows healthier plants. Looks nice anywhere.

Made in durable glass in SOFT colors . . . Leaf Green or Rose Quartz

$2.95 each; $5.50 pair, postpaid

In Deluxe Black Emerald $3.50 each; $6.50 pair, ppd.

FREE BOOKLET with order, "Success with House Plants including African Violets." Single copies, 10c each.

Write for free illustrated folder "H"



9" OBLONG GROWERS
$4.50 each; $8.45 pair

4" ROUND GROWERS
$1.50 each; 3 for $3.95; 6 for $7.45



Choice of Leaf Green or Rose Quartz

No C.O.D.'s. Send check or money order to

ALETHEA HAMILTON

Dept. 82, 514 Hudson Street, New York 14, N. Y.

New, Ready-to-Use

PENNSYLVANIA DUTCH STENCILS



Attractive new Pennsylvania Dutch stencils by Jane Zook are cut, ready to use. They work like a charm in decorating textiles, wood, tinware—articles of all sizes in practically any material. Folder includes fascinating bird, flower, unicorn and other Pennsylvania Dutch designs.

FOLDER S-300—5 sheets of Pennsylvania Dutch Stencils with color guide and instructions . . . . . $1.25 postpaid

Also

FOLDER D-200—50 Pennsylvania Dutch Patterns with complete instructions for painting . . . . . $1.25 postpaid

FOLDER T-100—5 Early American Tray Patterns for 5 different size trays, with complete instructions . . . . . $1.25 postpaid

Sorry, no C.O.D.'s

Catalog of complete line of patterns, stencils, undecorated toleware and wooden articles, and painting materials free with each order. Catalog only, 10c.

Jane Zook Decorating Studios

459 State Street Lancaster, Pa.

SAVE UP TO 1/2 on Lovely New BROADLOOM RUGS



48 Colors, Designs

Reversible

Send us Your

OLD RUGS, CLOTHING

It's All So Easy! Write today for big Free Olson Rug *Catalog* (and *Decorating Guide*) that tells how your materials are picked up at your door and shipped at our expense to the Factory, where . . .

By the Olson Process we sterilize, shred, merge materials of all kinds—reclaim the valuable wools, etc., then bleach, picker, card, spin, redye and weave lovely, deep-textured

OLSON RUGS



—in rug sizes for all needs up to 16 feet seamless, and any length, in:

Solid Colors, Two-tones, Tweeds, Early American and Oriental Designs, Florals, Ovals, Leaf

We Guarantee to please, or pay for your material. Over 3 million customers. We do not sell thru stores or agents.

Our 76th Year!

FREE RUG BOOK

Write for beautiful *Olson Rug Catalog & Decorating Guide* in full colors—26 model rooms—full information.

Chicago New York San Francisco

MAIL COUPON OR 1¢ POST CARD TO-DAY

OLSON RUG CO. E-27, CHICAGO 41

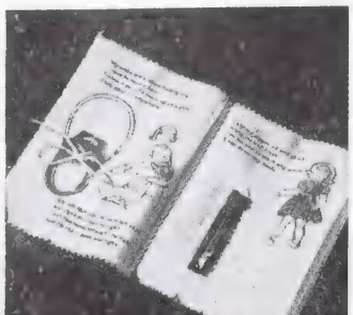
Please mail Free Olson Catalog to—

Name_____

Address_____

Town_____ State_____

© ORC.



ALL BY HERSELF Your little preschooler will tie her own oxfords, zip up her jumper zipper, button her own party dress, if she has this wonderful book to show her how. Each page has a snap, button, etc. appliqued so the child can practice how to dress herself. Illustrations and instructions in verse are done on washable sheeting.

Also available is **ALL BY HIMSELF** with little boy's clothing fasteners. Same price

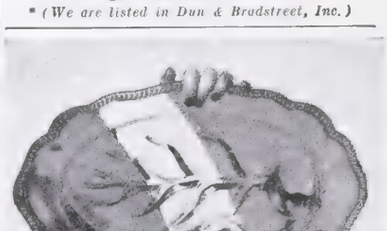
Sent you postpaid, only **$2.00**

Satisfaction Guaranteed or your money refunded by return airmail

● ***Northmore's****

Highland Park 30, Illinois

** (We are listed in Dun & Bradstreet, Inc.)*



Amazing results guaranteed!

RE-PLATE worn Silver in just 5 MINUTES!

New plating solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE," the new silver-plating liquid, contains pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating; gives worn silverware that "brand-new" look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle is **$4**, postpaid. Economy 8 oz. size, **$7**.

MARKET-COMBERS Box 3282-F, Atlanta, Ga.



ZODIAC CHARMS FROM OSLO NORWAY

Strikingly wrought by the skilled hands of world-famous craftsmen

Jewel colors of Cloisonne enamel laid on gold-plated sterling silver base from the jewelry shop of famed Carl Andersen. All 12 Zodiac signs now ready. Ideal to wear on watch bracelet, charm band, neck chain, or, for men, on watch chain or cemented to wallet or belt. 'Good luck' Money back guarantee. Specify sign or birthday. *Only* $3.95 ea., *postpaid incl. Fed. Tax* 24 page Gift Catalog FREE with order, or send 25¢ if not ordering.

HOUSE OF CHARM On the Road to Palm Springs.

3435½ East 8th St., Dept. 22, Riverside, Calif.

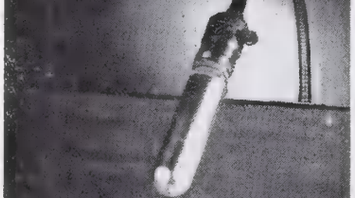
Window Shopping



STERLING SHAKERS Looking for a gift for a January bride? Send her these sterling silver shakers that are recreated from Colonial originals by a master silversmith. Their maker has crafted silver pieces for Winston Churchill, and many of his works are collector's pieces. These lovely shakers are 4½" high, cost $10.95 including tax and postage. Genova Silver Co., Inc., 120 East 27th Street, New York 16.



HAVING WONDERFUL TIME is not a simple matter when you want to be decorative as well as punctual. But take a look at this handsome tole wall clock, and then picture it over your mantel or above the library desk! The fine electric movement is guaranteed, and the 13" tole case is black with hand-painted gold ivy leaves. Yours for just $25 postpaid from Old Guilford Forge, Inc., Guilford, Conn.



BRIGHT IDEA. A chrome gooseneck lamp, that comes to light when you're ready for bedtime bout with a best-seller, swivels behind the headboard during the day. It attaches to any type bed, comes with a special bulb that focuses the light on your book instead of in a drowsy husband's eyes. $6.75 postpaid. You can order it from Hale's Beds, 605 Fifth Avenue, New York.



BABY BOOKS, made of sturdy fabric and printed with bright illustrations that even a play-pen bookworm can understand, are wonderful first books for a child. There's nothing to tear, and if they should get spotted with Palolum or smudged with sticky fingers, dump them in the washing machine! "I Play," "I Eat," "I Love." $2 for set. The Children's Corner, 101 Greenwich Ave., New York.



PICK A ROSE place mat, place it with decorative drama on your table, and you'll feel as though you were dining in a garden of roses. Made of easy-to-clean plastic in the shape of a giant cabbage rose, it comes with big yellow or American beauty roses in white, *and* it's guaranteed to stay flat! Set of 4 place mats with matching water coasters, $3 postpaid from Crane's, 419 E. 57th St., New York 22, N.Y.

SPIEGEL

SERVING AMERICAN FAMILIES SINCE 1865

FREE TRIAL OFFER



SATISFACTION GUARANTEED OR YOUR MONEY BACK

Ends Feb. 15, 1951

Now You Can SAVE THIS $1

See for yourself—without sending a penny—that you save many dollars when you shop by mail from the new 1951 Spiegel Catalog.

600 PAGES packed with vast selections of merchandise

- women's fashions
- children's needs
- men's wear
- home furnishings
- hardware, farm and auto supplies

All dependable quality, priced low, with satisfaction guaranteed or your money back every time you order.

NEW CUSTOMERS usually pay $1 deposit for this Catalog, but now for this limited time you can save this $1!

SEE IT ON FREE TRIAL! Now, until Feb. 15, you can get this Catalog for 10 days' free trial by returning coupon. After Feb. 15 the usual $1 deposit will be required.

If you order within 10 days the Catalog is yours to keep at no cost. If not, return it to us—without obligation.

PLEASE SEND ME THIS BIG, NEW 1951 SPIEGEL CATALOG ON FREE TRIAL

Spiegel, Chicago 9, Illinois

Please send me the big, new Spiegel Catalog. When it comes, I will look over what you have to offer—and either place an order within 10 days, or return the Catalog.

Name .....

R.F.D. Route Number ..... R.F.D. Box Number .....
Give route & box number on rural route

Street Address .....

Post Office (Town) ..... State ..... County .....
Please specify delivery unit number, if any.

(Note: If after 10 days' free trial, I am not ready to send an order, but still wish to keep the big Catalog, I will send you a $1 deposit, in return for which you will mail me a $1 Merchandise Certificate, good on any Spiegel mail order of $10 or more.)

V-20-27

MAIL THIS COUPON NOW



How to Celebrate with Tom and Jerry



PHOTOGRAPHED BY GEORGE LAZARNICK

■ Tom and Jerry hot grog is as much a part of the New Year holidays as blowing a silver horn. Good, too, after any and all winter sports. It's especially gala served in a Winfield Christmas tree pitcher and mugs, by American Ceramic Products, Inc. Here's one way to make a Tom and Jerry, per single mug. Beat separately the white and yolk of one egg. Combine with 1 tablespoon fine granulated sugar in an 8-oz. mug. Add ¾ oz. of Jamaica rum, ¾ oz. of Old Fitzgerald bourbon, and fill mug with piping hot milk or water. Dash on nutmeg and drink!

Balance

IN BEDROOM ARRANGEMENT

(a thumbnail sketch for successful decorating)



■ Pleasing furniture arrangement and greater room interest depend on contrast of shapes and lines. There should be a balance of high and low pieces. The expert design of Sieling Modern avoids the monotony that results from overemphasis of high or low shapes, vertical or horizontal lines. Note the perfect balance of the horizontal lines of bed and night tables with the vertical lines of the higher pieces . . . and the pleasing contrast in drawer units. When selecting bedroom furniture, look for this expert proportion and balance. It assures room beauty for many years to come.

SIELING MODERN NO. 142 BEDROOM GROUP—a new and charming contemporary suite with lustrous hand-rubbed finish. Designed with shirt and stocking compartments, cosmetic compartment with make-up mirror, pin trays and enclosed cedar drawer. In French grey, cordovan, and blond mahogany.

See SIELING MODERN *at better furniture and department stores.*

Designed by Randolph Mahlhenrich



GRACIOUSLY, SPACIOUSLY YOURS

SIELING MODERN

For folder of Sieling Modern bedroom groups and decorating hints, send 10c to SIELING FURNITURE CO., RAILROAD 1, PA.



DRAWING BY MARY HILL

What would we do without the Waltz?

by Richard Williams

n an issue of HOUSE BEAUTIFUL n which you may read a discus- on of gardens and flowers, it is rhaps permissible to draw an alogy between music and flowers. rmit me, therefore, to call the ltz the daffodil of music. The ltz, like the daffodil, is both a licate and a hardy flower, easy grow and occurring in musical mpositions of all climates from temperate to the torrid. Like daffodil, it is a spring flower, ggesting the freshening of the rit and the relighting of gaiety. ring lies in its lilting three- arter rhythm.

A waltz can be nothing more n a lowly, ordinary song, a cas- ditty. But the waltz also fre- ents the very best musical so- ty and emerges from the body a symphony or a tone poem as singularly captivating attraction ing grace to the whole gather- . as a smiling girl does when enters a room. What is more narkable and apposite, for ex- ple, than the appearance of a ltz amidst the troubled strife of haikovsky's *Fifth Symphony?* d what a waltz it is! No won- , then, that all sorts of com- ers have used the waltz, all ts of critics and analysts of sic have paid tribute to it. My favorite critic, Ernest Newman, wrote this: "Other dances we tolerate; the waltz is a necessity of life. It is difficult to realize that there was a time when the waltz was not, just as there was a time when tobacco, so far as Europe was concerned, was not. But that is simply a testimony to the worth of the waltz. Nature tried her 'prentice hand on many charming things—women, wine, tobacco, birds and flowers—and then she made the waltz."

Though nineteenth-century and modern music would be unthinkable without the waltz—or at least very much poorer without it—its history is a comparatively brief one. The word comes from the German verb *walzen*—to turn, to rotate. The dance grew from the minuet, at a time when people must have felt that the old minuet was too courtly and formal for the modern tempo. This happened in Vienna toward the end of the Eighteenth Century.

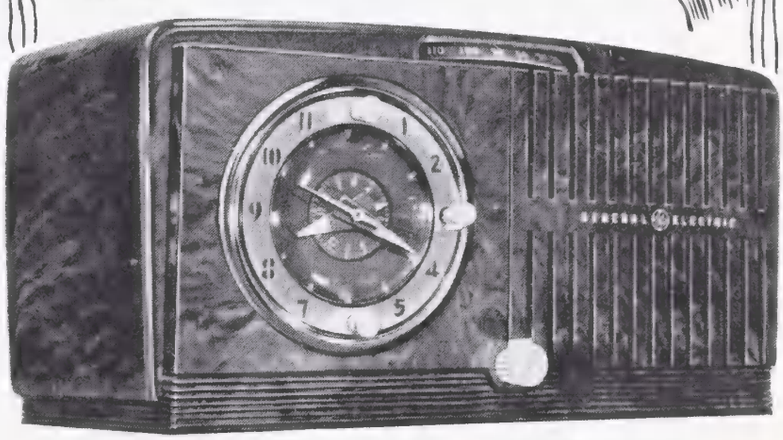
The new dance shocked a lot of people, as was to be expected, because of the freedom of its movements and because of the intimacy of contact between the two dancing partners. It was called a devil's dance, "destitute of grace," and

(*Continued on page* 98)

TURNS ITSELF OFF AFTER YOU GO TO SLEEP!

Wakes you to music in the morning!





GE CLOCK-RADIO
World's most useful radio!

No more worry about falling asleep and leaving the radio on all night. The new G-E Clock-Radio turns itself off—and the light too! It wakes you to music in the morning—has your coffee ready. Turns electric appliances on or off. All automatically! No wonder it outsells all other makes combined! And—it's a fine-toned radio, a G-E electric clock that tells time even in the dark. Alabaster ivory, porcelain white, Congo brown or Persian red plastic cabinet. *Four glorious colors, one low price!* **$34.95***

General Electric Company, Electronics Park, Syracuse, New York

G-E Deluxe TABLE RADIO



Beautiful big table radio actually outperforms many consoles. Extra sensitive! Extra powerful! 5 tubes. Illuminated slide-rule dial for easy tuning. In mahogany plastic (Model 404, right) or ivory plastic. **$29.95***

**Slightly higher West and South. Subject to change without notice.*

You can put your confidence in—
GENERAL ELECTRIC



Make Your Next Party a Sell's Pâté Party!



Here's party fare beyond compare. Sell's three distinctive spreads are easy to use, economical and simply delicious. Smart New York party givers have served and happily gobbled up millions of tins in the past few years. Try them once. You'll never be without them! Serve straight from the tin OR invent wonderful new taste thrills . . . add chopped olives . . . sherry . . . chopped crisp bacon . . . whole capers . . . chopped pickled onions . . . chopped toasted almonds. Then serve on potato chips, on hot toast triangles, on little rye bread chunks or on crispy crackers. Sell's Party Spreads* have endless possibilities.

*Children LOVE Sell's Pâté sandwiches.



SELL'S LIVER PÂTÉ. Smooth, rich liver blend. It's simply delicious.

SELL'S MINCED CHICKEN PÂTÉ. Chicken, Chicken broth, celery and onions. It's luscious.

SELL'S DEVILED HAM PÂTÉ. Smokey ham spread, deviled with spices.

Try all Three Today

AT ALL FOOD STORES in metropolitan New York. Also available in New England, California and many other localities. IF *your* food dealer does not have Sell's Pâtés, don't be without them for those holiday parties.

SEND $1.00 DIRECT to us and we will, by return mail, send you a Sell's Party Package containing one each of these three simply delicious, highly versatile, party spreads, each in a four and a half ounce tin.



Sell's Specialties, Inc.
730 Fifth Avenue, New York 19

Send me by return mail____ Party Package assortments of the three Sell's Pâtés, at $1 per package, postpaid.

Name _____

Address _____

City _____ Zone____ State _____

My food dealer is _____



Pantry Shelf News

by Julie Polshek

BE READY to re-heap the bowl in a hurry when you serve Mrs. Teal's cheese-filled Bisq-Almonds with cocktails. They'll be the belle of the party. Unusual, delicious, and as easy to cope with and pop into your mouth as a handful of nuts.

Matter of fact, to look at the bite-size, wafer-and-cheese sandwiches you'd swear they were large, unshelled almonds. The same color, the same markings, even the same flaky, crisp texture. But their taste is another story. And need I add that you eat these cheese almonds unshelled? The flavor of the crunchy shell asserts itself just enough to enhance the more important savor of the cheese nugget it houses. This is as it should be with cheese of such special excellence.

The large, creamy nugget is a superbly flavored blend of seven types of imported cheese. The delicious taste of fine, aged cheddar seems to come to the fore, enhanced by the overtones of the others. I don't know the identity of the perfectly mated group, but suffice it to say, the merger yields a rich, scintillating flavor. Mellow, yet zesty. Could any cocktail ask for a tastier companion?

Three 5½-ounce tins cost $2.95 from Vendome, Inc., 415 Madison Ave., New York. Here you'll find also, at the same price, the forerunner of this cocktail tidbit that is filled with well-ground hazelnuts, which are justly held in high favor to accompany wine and tea and other such beverages.

A few weeks ago, a shipment of the finest smoked Rainbow trout I've had the good fortune to taste came my way from High Valley Farm in Colorado, the stamping ground of superfine trout. They were submitted as a candidate for the Christmas issue of these columns. Their arrival, sorry to say, was too late for that. But the fact that they didn't get under the wire as a holiday gift idea, as intended, is no reason to keep these delectable trout out of the limelight. What's wrong with making oneself a gift of especially fine food?

This farm not only uses plump, tender trout of top caliber, but they know how to smoke them to succulent perfection. Just enough smoke to add zest without dimming the delicate, inimitable flavor that gives Rainbow trout its just renown. Serve the fish cold, cut into slices, as a cocktail or midnight snack, or heat it briefly in the oven, dress it with butter sauce and serve it forth as a main course. It's sumptuous eating either way. Two hearty appetites can be sated by one of the extra-large trout.

High Valley has also evolved a packing technique which gives the fish exceptional keeping qualities. They can stand by in the refrigerator for weeks, if you like. Each fish is individually packed under high vacuum in a laminated pliofilm envelope. The farm has kept fish, packed thus, in perfect condition for six months without refrigeration. They're priced 3 for $3.75, $7.25 a half dozen, $13.50 a dozen. From High Valley Farm, Colorado Springs, Colorado.

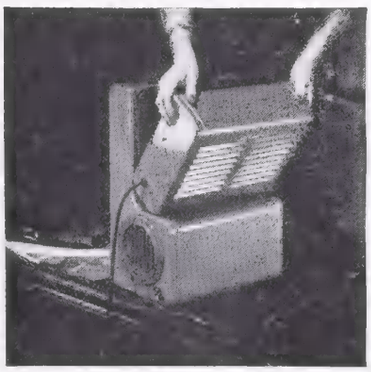
The attractive array of round-the-clock recipes and complete menus in Florence Brobeck's fascinating and enlightening book,

(*Continued on page* 91)

It's Worth MENTIONING

by Julie Polshek

Superfan, the portable forced air blower we acclaimed in July 1949, has acquired a snap-on heating attachment that converts it into a year-round appliance of very special merit. Station it on the floor to heat or ventilate a room; in the window as an exhaust or air-intake. Whatever the stint, its 3-speed squirrel-cage blowers provide Herculean air motion without turbulence, $34.50; attachment, $9.95. Boston Store, Milwaukee.



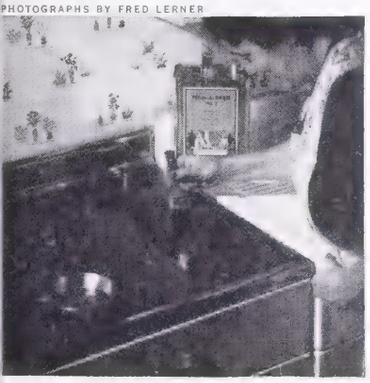


When this Belvedere mixing bowl, its amazing vacuum-seal base, and a flat surface join forces, even brute force won't budge the base or unseat the bowl until you yank the release button on the base. No chance of a mishap, no "creeping," and best of all, your hands are scott-free to pour and stir. Base holds bowl upright or tilted. $3.95 with 3-qt. ovenware bowl; $4.95 with stainless-steel bowl. Ward Phillips Co., Dundee, Ill.

The decorative charm of these authentic reproductions of Pennsylvania Dutch stoneware tart pans is matched by their usefulness. Bake in them, use them under the broiler if the concoction calls for that. Pretty as a picture, too, used to serve stewed fruit. Some traditional recipes that kept such pans busy morn to night in settlers' kitchens accompany the assorted quartet (5″ diameter), $3.25. Malcolm's, 524 North Charles St., Baltimore, Md.



PHOTOGRAPHS BY FRED LERNER



Extra-tough jobs like linoleum drainboards, all kinds of table tops, bars, and such are the special mission of this wondrous Bakelite coating. And Perma-Dress No. 1 handles them in masterful fashion. It lasts for months on end, unmarred; provides a glass-like, carefree finish that's impervious to moisture and alcohol, virtually stainproof, mar-proof. Qt. $1.75; 1 gal. $6. Best Home Finishes. The Arcade, Cleveland, Ohio.

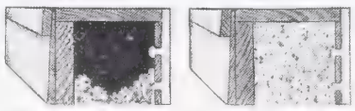
(*Continued on page* 111)

NEARLY right isn't good enough!



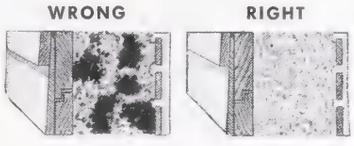
...especially in home insulation

WRONG RIGHT



The J-M Contractor fills all the hollow exterior walls and the heat-leaking spaces above and below the windows. In the attic, he covers floor areas *evenly*, leaving no "thin" spots between joists to rob you of fuel.

WRONG RIGHT



He blows Rock Wool to the right *density* in sidewalls, to prevent voids or "empty pockets" that leak heat and reduce efficiency.

Send for FREE book!

"Comfort that Pays for Itself," a 24-page book that tells the fascinating story of this fireproof insulating material. Mail coupon now!!



Johns-Manville "Blown" Rock Wool is *scientifically* installed, and will save you up to

30 CENTS ON EVERY DOLLAR

you spend for fuel this winter!

● Why keep on burning up all that money? You can *save* it and have a warmer house besides. Yes, and up to 15° cooler in hottest summer! Have Johns-Manville Rock Wool pneumatically "blown" into the hollow exterior walls and attic spaces of your existing home.

You insulate your house only *ONCE*. So the job must be done *right* the *first* time. Be *assured* of expert workmanship. Call the approved J-M "Blown" Home Insulation Contractor. He is trained to do the job *scientifically* to give you *utmost benefits*. Ask him about easy monthly payments—FHA approved terms. He's listed in your classified telephone directory.

JOHNS-MANVILLE, Dept. HB-1,
Box 290, New York 16, N. Y.

Please send me FREE copy of your 24-page book, "Comfort that Pays for Itself."

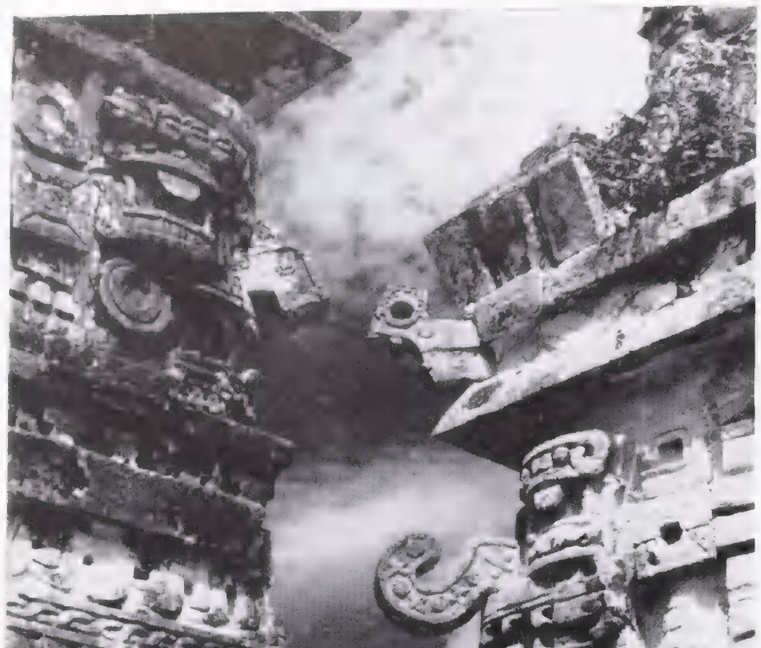
Name_____

Address_____

City_____ State_____

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville
"BLOWN" HOME INSULATION



PHOTOGRAPH BY DEXTER R. WELLS

Once there was a great metropolis called Chichen Itza where the Mayans were carving stones into works of art while our own ancestors were still throwing them. See its arresting ruins on a trip to Yucatan, and you'll sense the timeless, neither old nor new quality of fine design in such deft, civilized stonework as this.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tou ists should confirm this information with the travel agents, transportation companies, or hote

If 1951 is your year for Europe, go either early or late, wh thrift season trans-Atlantic rates offer surprisingly substa tial savings—the more to squander on plusses while abroad, enough to extend your stay a bit, or even to make your tr possible in the first place.

You don't have to go too early, either. In general these lo rates apply on eastbound passage through the end of April, we bound through June, even to the middle of July. And when a nicer time to see, say, the Chateau Country of France or t Lakes Country of England than in late spring? Let these appe to the bargain-hunter in you: Trans-World Airlines, New Yo to Paris, regular round trip, $666, thrift season round tri $493.40; New York to Rome, $786.30 as compared with $614.4 American Export Lines, the luxurious new "Independence" the even newer "Constitution," maiden voyage April 24: fi class usually $360 one way, but, eastbound to May first, we bound to July 15, only $335. Similar cuts on other trans-Atlant steamship lines give you Cunard's "Caronia," first class fr $300, cabin class from $200; the United States Line's "America first class from $295; the French Line's already famous ne look "Liberte," from $330. Air France offers its new 12-ho (on some trips non-stop) flight from Montreal to Paris at $474. one way through March, with return trip through June 3 And Pan American World Airways, in addition, offers a 15-d excursion rate between January 1 and March 16, typical: Ne York to London, $412.50 round trip.

Magnificent Virgin Isle

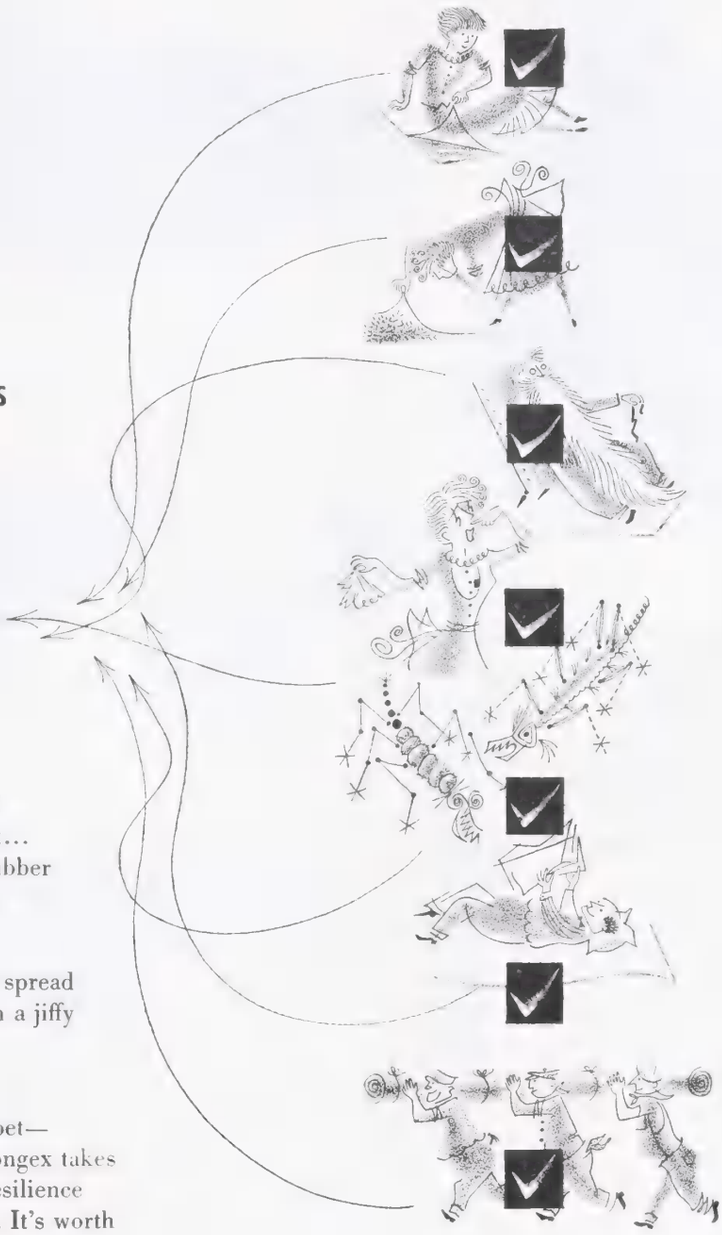
One of the bigger bits of news from the newsworthy Car bean area these days is the opening of the long-anticipat Virgin Isle Hotel at St. Thomas, Virgin Islands. For thou the Virgin Islands have still all the lure of islands somewh off the beaten track, and are most usually visited only by peop deliberately desirous of going there, the New Virgin Isle is o of the entire Caribbean's lushest. A vast, modern structure spre invitingly toward the blue, blue harbor, it provides every ro with a private terrace, offers all the modern accoutrements, fr a cabaña-set pool to a bar piquantly named the Foolish Virg and facilities for every type of tropical island activity b indoors and out. Rates are from $12 single, $18 double, C tinental Plan, and you can make reservations through the Vir Isle Hotel, 730 Fifth Avenue, New York.

Ski Southwest

Altitude being the wonderful thing it is, there are m places than you may know about in our great West and Sou west where you can escape the (*Continued on page 9*

your carpet cushion . . .

This carpet cushion check list guarantees you the best buy



should be cushion soft

should be clean . . . make no dirt of loose fibers

should add years to carpet life

should be non-allergenic

should be moth proof and vermin proof

should not mat down— always be a cushion

should last for carpets to come

Walk on cushiony, buoyant sponge rubber!
It's wonderful...it's refreshing...it's Spongex!
Nothing cushions footsteps quite like Spongex...
Tiny air bubbles soften every footfall, lively rubber
gives a gentle lift to every step.

* * *

Spongex...so clean—has no hairs or fibers to spread
about your floors Its smooth surface cleans in a jiffy
with a vacuum or damp cloth.

* * *

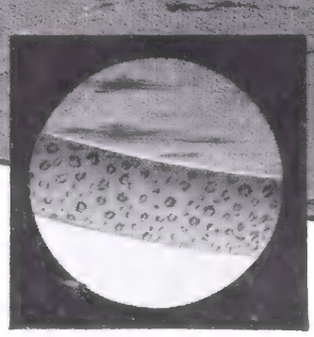
Spongex actually doubles the life of your carpet—
keeps your carpet fresh-looking—because Spongex takes
the beating...not your carpet. Spongex has resilience
either footsteps nor the years can mat down. It's worth
a second carpet, yet costs you but a fraction of one!

* * *

Nature made Spongex moth proof and vermin proof.
It's non-allergenic too! Spongex is just millions of
tiny rubber air bubbles, cushion soft for your
feet...and for your rugs!

Your carpet cushion should be

SPONGEX®



the sponge rubber rug cushion

Identify Spongex by its
marbleized *green* and *gray* coloring.
For a sample, write

THE SPONGE RUBBER PRODUCTS COMPANY, 411 DERBY PLACE, SHELTON, CONN.



Russel Wright **american modern***

A tradition that is contemporary . . . and *timeless* — the lasting loveliness of American Modern dinnerware on the tables of fine homes everywhere! For a luxurious New Year's setting, mix the lovely colors created by Steubenville Pottery — at this "little money" price, it's easy to own sets in *several* colors! Sixteen Piece Starter Set — in Black Chutney, Chartreuse, Granite Grey, Coral, White or Seafoam Blue — 4 dinner plates, 4 bread-and-butter plates, 4 cups, 4 saucers, **$7.95**

Also in open stock. Write for brochure showing shapes, colors, prices, of complete dinner service. Express charges collect. No C.O.D. orders.

Boston Store

MILWAUKEE, WISC.

Also available at

B. ALTMAN, NEW YORK · **NEUSTETER'S,** DENVER · **H & S POGUE,** CINCINNATI · **THE HIGBEE CO.,** CLEVELAND · **MAISON BLANCHE,** NEW ORLEANS

*Reg. U. S. Pat. Off.

House Beautiful

JANUARY 1951

Naturalism and Architecture

All the evidence seems to indicate that American taste is shifting toward naturalism—in all its many ramifications. This is leading more people to choose their home sites for the beauty of their natural surroundings. It is also causing them to see, with more appreciative eyes, the beauty in the raw materials that nature provides so abundantly for our structural use.

The house presented on the next eleven pages (and on our cover) exemplifies the best of this new trend. Its use of a thrilling site, beside a series of cascades, and its polished and skillful blending of natural and man-made materials make it one of the great houses of the last decade.

PHOTOGRAPH BY JUAN GUZMAN



A New Kind of Beauty flows out of some very old architectural principles—the honest use of materials, the frank exposure of structure, and the integration of natural and man-made textures and forms

by James Marston Fitch

Anshen and Allen
Architects

Mrs. Sonya Silverstone
Owner

Location
near Taxco, Mexico

There is a lot of discussion these days on the old question as to whether or not architecture is an art. It should be, certainly. But it is seldom that you find a single building which makes the point as surely as this house does. For it yields that sense of exhilaration, of satisfaction above and beyond everyday experience, which we associate with art.

The "flying-wing" roof rafters, mounted on their stone pedestals, have the power and distinction of sculpture. Window walls frame compositions as skillfully organized as good painting. And few works of art could rival the endlessly shifting patterns cast by the pierced tile wall-screens. Even the cookstove and the chimneys have been given graceful contours without affecting their usefulness.

If you analyze this house, you'll find the architects have followed some fairly simple rules—many of them so simple that we too often forget their high value:

PHOTOGRAPH BY KASSLER

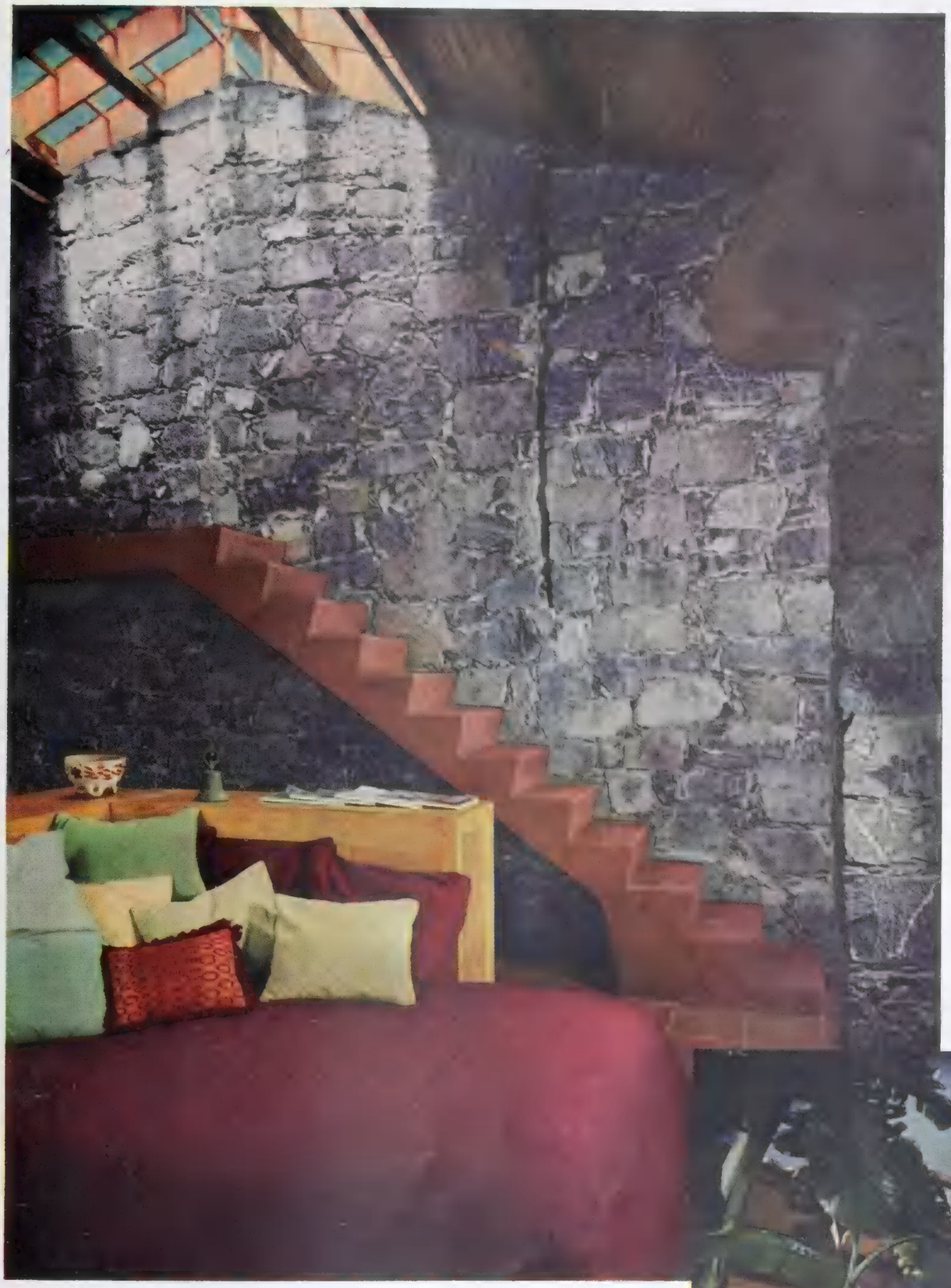


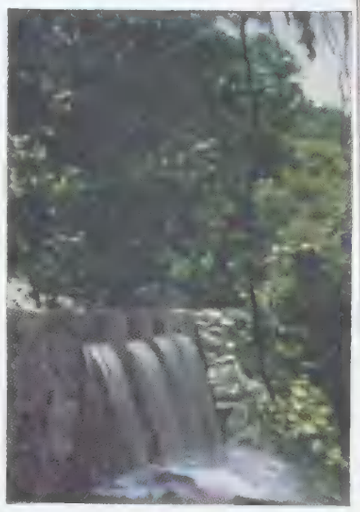
- Expose the structure frankly. As in this house, it's often handsomer than the things we use to cover it.
- Forget the distinctions between "fine" or "common" materials. If they suit your purpose and please your eye, use them. This house is built of stone, concrete, tile, and wood—materials you can get anywhere.
- Use materials honestly, for their own inherent beauty.
- Keep it simple. For all its richness and variety, this is actually a four-room house.
- Don't be afraid of repetition. In this house, it is a powerful design tool. See how the flying cantilevered rafters march right through it from one end to the other.
- Establish a basic rhythm, based on the counterplay of repetition and variety. The frame of this house is as regular as a skyscraper. But the spaces between are filled with stone, with wood, with glass, with pierced tile screens, depending upon the needs of the room.
- Don't be afraid of contrast—in form, in texture, in color—and use it as it's used here, to emphasize the texture of a wall, the enclosing planes of a room, the sculptural form of a fireplace.
- Live at peace with nature. This house is built on the very brink of a mountain stream which is alternately raging torrent and placid brook. To hold it in bounds, a system of walls and dams was necessary. These have been expertly designed so as to become part of the house itself. But because the owner did not want the responsibility of elaborate gardens, the house sits on a masonry platform, part stone, part tile, part sunny, part shady, with planting pockets for trees and flowers. Result: a house that fits lovingly into the landscape, low maintenance on the grounds.
- Blend old and new. Here stone masonry as old as history is combined with reinforced concrete as new as today. Handmade tiles are used with polished plate glass, hand-turned pottery with stainless steel.

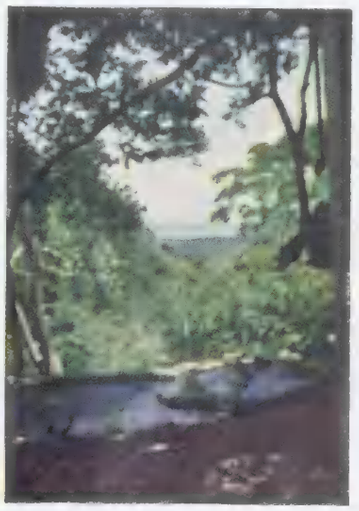
This may not be a house you want to copy, but you can learn a lot from its design principles.













A roof of ordinary materials

used in an extraordinary way

This house has a roof as repetitive as a factory's. Yet its motif is not restrictive. Endless variety is possible within it. In the living room (left) it hovers serenely over a polished plane of tile floor flowing right out to the brook. In patio (right) it is reduced to an airy cage. Only in bedroom is it stopped by a solid masonry gable end of almost theatrical finality (above).

A New Kind of Beauty

(continued)

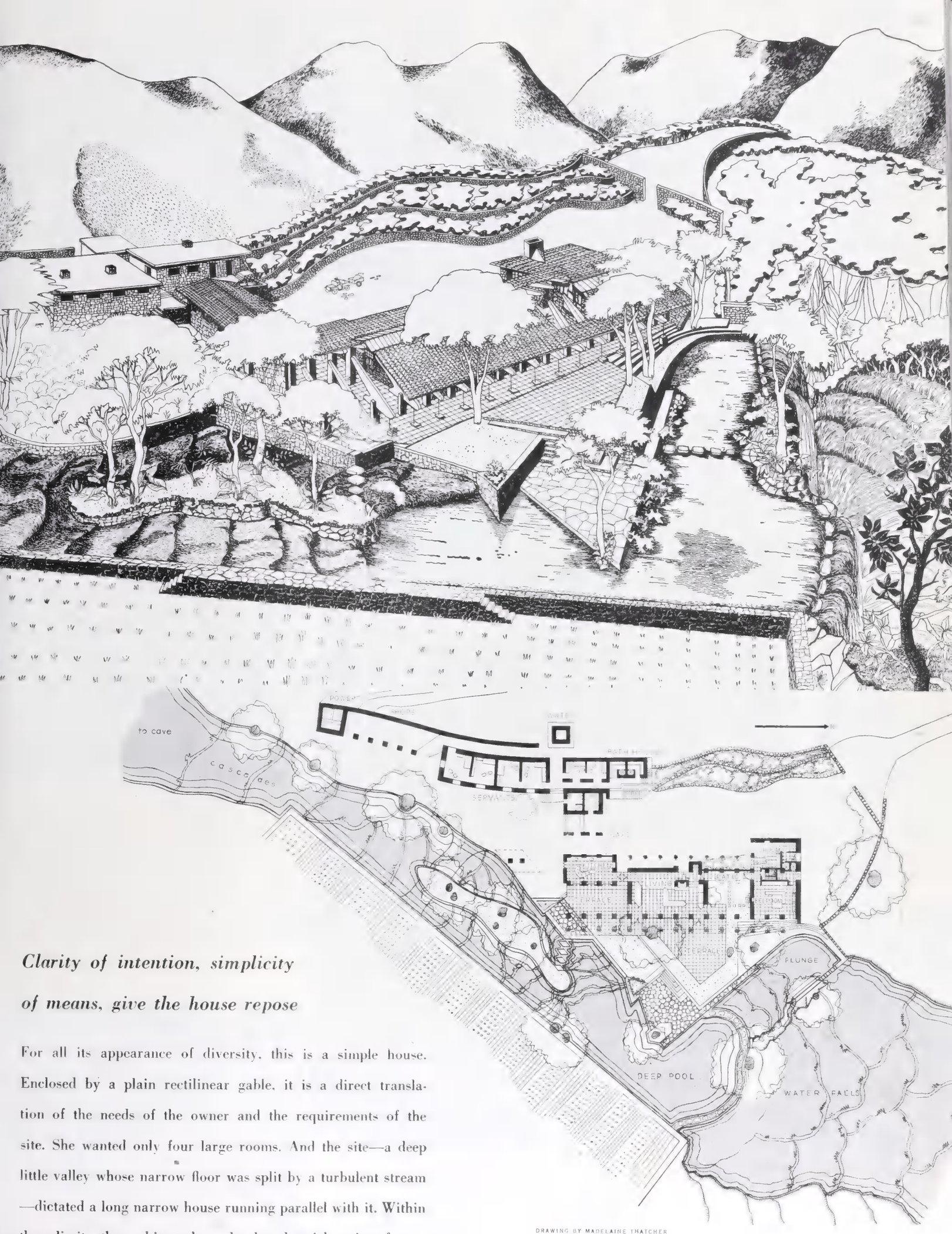
PHOTOGRAPHS BY MAYNARD PARKER





Contrasting voids and solids yield dramatic results

Opposed to the cool enclosure and solid, sculptural forms of the kitchen (above) is the sun-flooded southeast dining terrace at right. Visually, the volume of this terrace is gracefully defined by extending the bare skeleton of the house out to enclose it. A sort of latticed arbor results, superimposing the basic pattern of the interiors in silhouette against the changing landscape. Here, in the bold use of perfectly ordinary materials like concrete and stone, you can see basic principles of art at work.

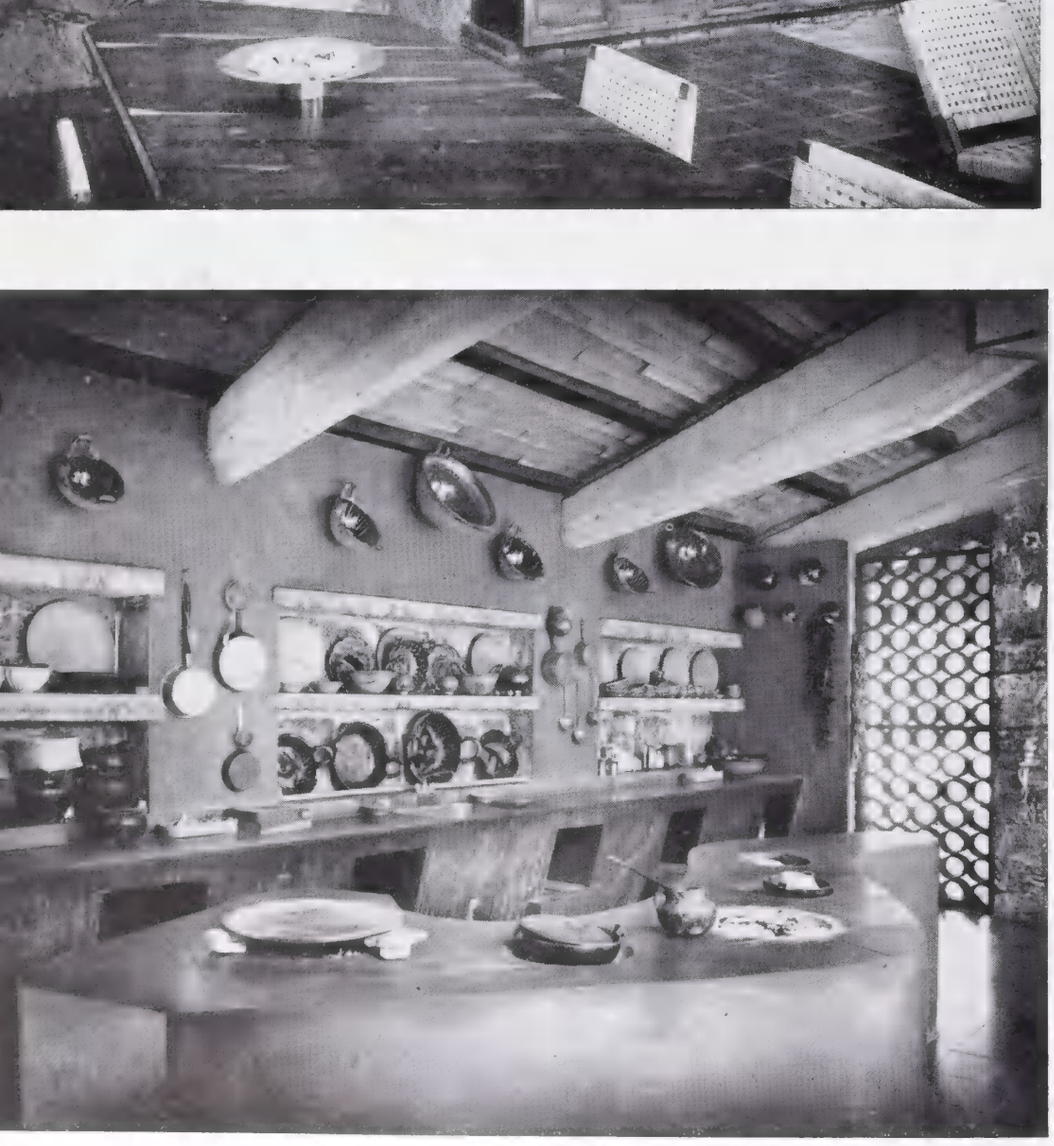


DRAWING BY MADELAINE THATCHER

Clarity of intention, simplicity of means, give the house repose

For all its appearance of diversity, this is a simple house. Enclosed by a plain rectilinear gable, it is a direct translation of the needs of the owner and the requirements of the site. She wanted only four large rooms. And the site—a deep little valley whose narrow floor was split by a turbulent stream—dictated a long narrow house running parallel with it. Within these limits, the architects have developed a rich series of compositions, each framed by the terraces whose intersecting planes echo, but never copy, the cascades beyond.





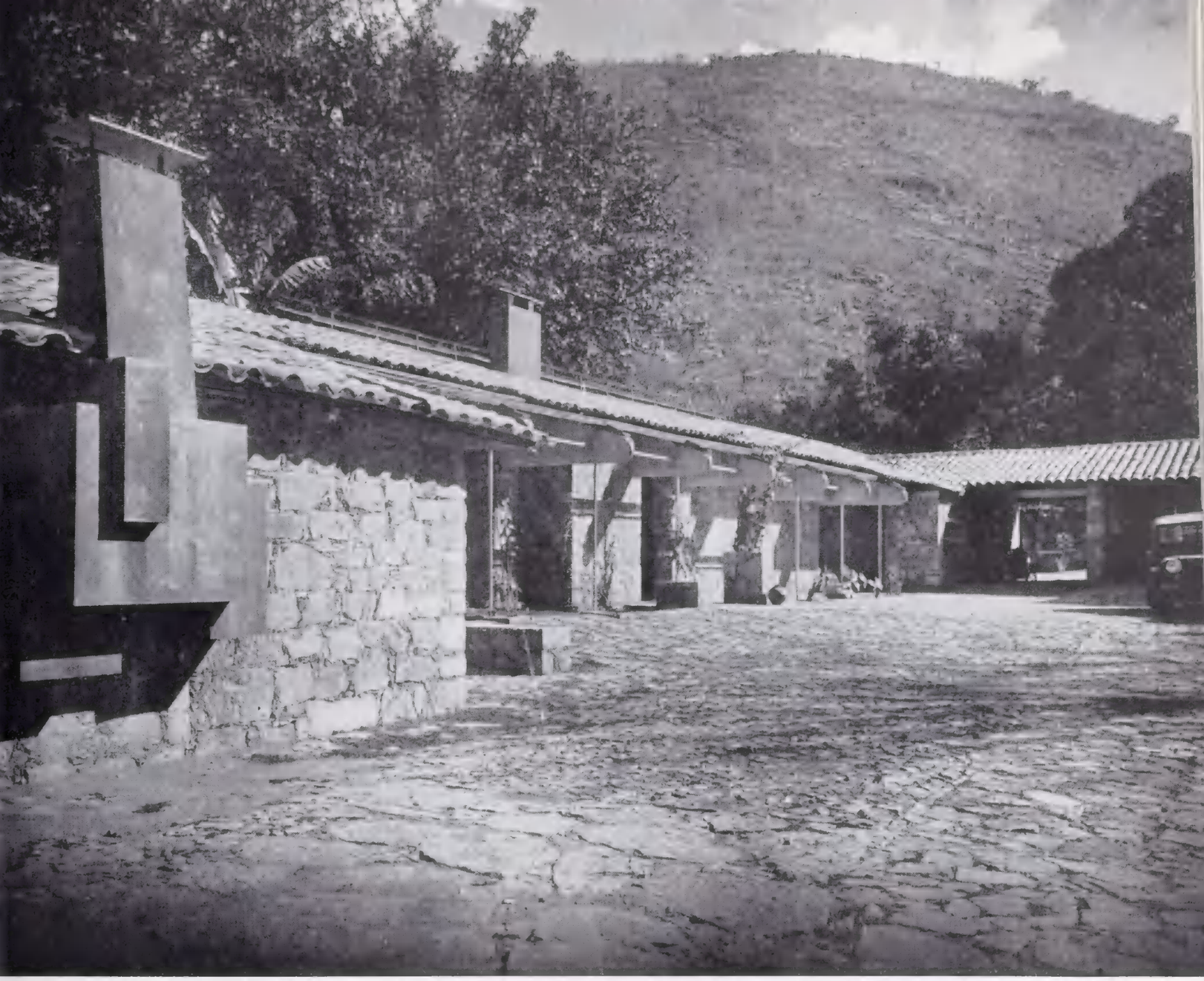
Everyday objects have a sculptural quality

The elaboration of architectural forms, be-yond the call of functional duty, is always a risky business. Too often it results in hackneyed ornament or leads to mere embellishment which conceals the purpose and virtue of the original form. But here the architects have avoided such mistakes. Whether it was a ventilation grille, a cook stove, or a chain of stepping stones, they have been able to achieve certain refine-ments which raise these objects out of the ruck of utilitarian, never-really-noticed objects into the realm of things beautiful in their own right.

PHOTOGRAPHS BY MAYNARD PARKER

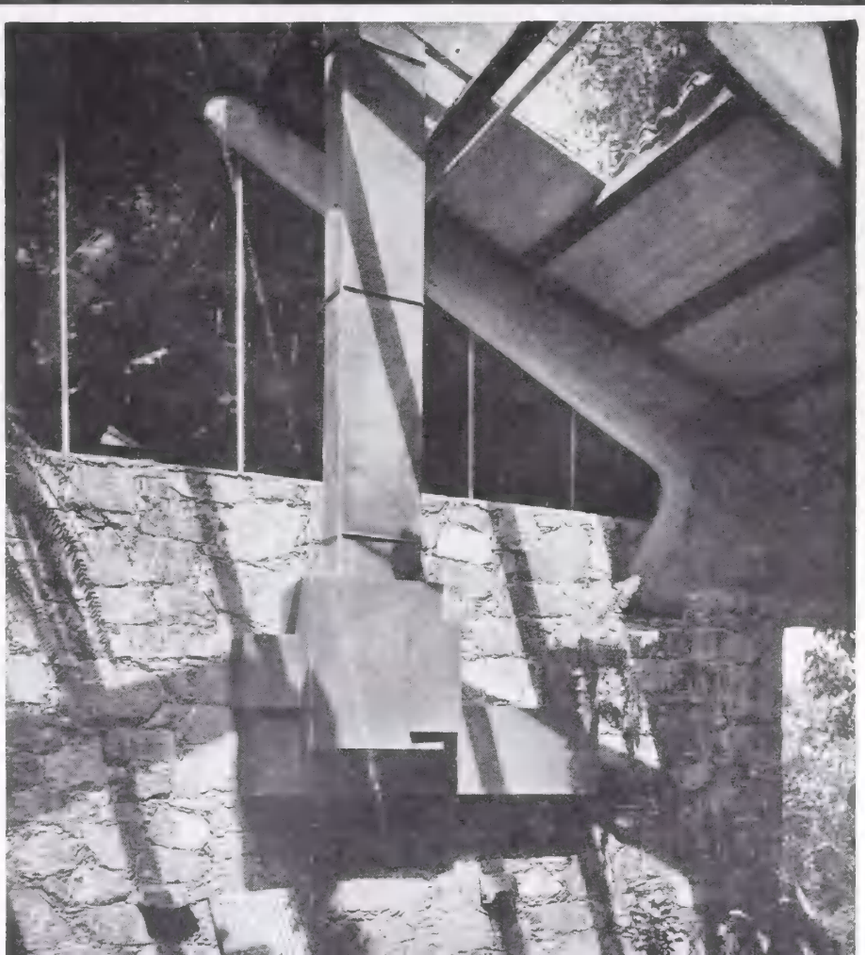


A New Kind of Beauty (continued)



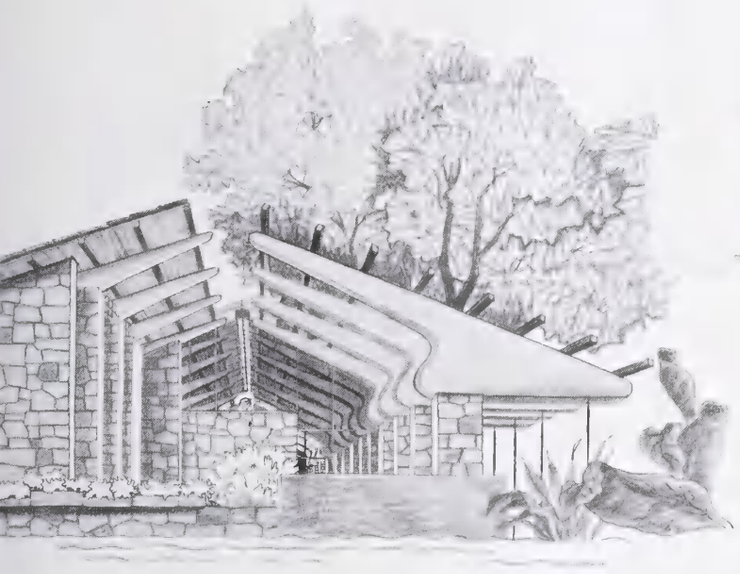
How to make a chimney a work of art

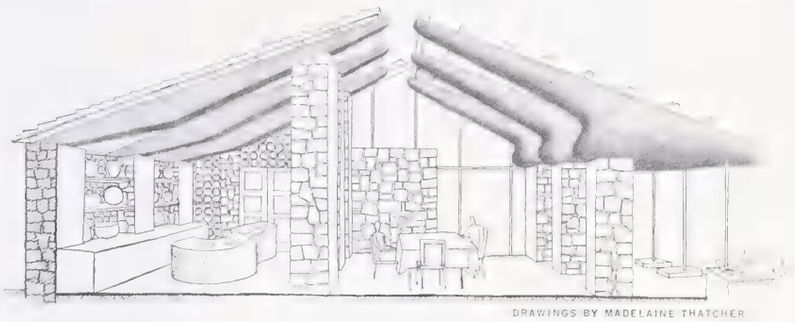
Bold and confident, the modeling of the chimneys of both guest room (above) and master bedroom (right) is reminiscent of modern sculpture. Severely plain stone walls make a happy foil for their vigorous forms. Here, as elsewhere, the expenditure of imagination has made something highly decorative of a very commonplace object.





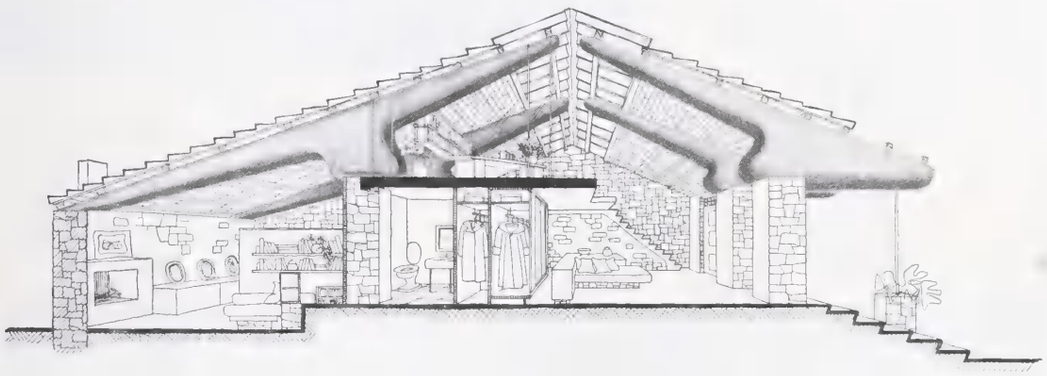
New Kind of Beauty (continued)





DRAWINGS BY MADELAINE THATCHER

Roof is supported by two lines of massive stone piers carrying reinforced concrete "flying wings." Although these are large in scale, they are in such balance, aesthetically and structurally, that the feeling is one of great airiness. This framing marches right through the house, but it is subtly varied—in kitchen (above) and again in guest room (below).



The design motif is set by the rhythmic structural system

Repetition does indeed risk monotony. But lack of it, in architecture as in music, risks chaos. A module is essential to the development of the theme. In this house, the rhythm is especially powerful, thanks to the long series of "flying wings." But within this basic rhythm, all sorts of thematic variations occur —in floor treatment, in the handling of walls and roofs, even in the wings themselves (see above). The result is not monotony but a rich and disciplined variety.



A New Kind of Beauty

(continued)

Landscaping is in scale with its surroundings and at peace with nature



The series of terraces which constitute the "garden" spring from two simple requirements. The owner desired a minimum of maintenance, and stream had to be channelized. The races do both—and do it handsom

PHOTOGRAPHS BY MAYNARD PARKER



How to recognize a style trend

What you buy must please you or you don't buy it. In America that is axiomatic.

But *why* do you like *what* you like? What are the motivating factors that cause you to buy one thing and not another? And why are so many Americans liking the same sort of colors. the same sort of patterns, the same sort of textures?

There's no doubt about it, a new wind is rising. A major shift in taste is occurring. It is the shift to naturalism. (Read our first article about it in the November, 1950, issue.)

Now House Beautiful gives you more details about America's favorites, and analyzes the reasons why so many of us are turning to nature for our inspirations in decorating and architecture. Read the next eight pages to see what they are, to understand what is happening to you — and a lot of other people.



The colors Americans liked i 1950

This is statistics . . . not art

The "picture" on the opposite page is the most complex story ever told without words. For it shows, statistically, what colors Americans bought for their homes between January 1, 1950, and September 15, 1950. The size of each square of color represents the number of times it was asked for. If a color is not there, that means almost nobody wanted it.

The statistics* are based on the sales of interior paint at 500 custom-mixed color bars of the Martin Senour Company located in 70 cities. They represent about one million dollars worth of paint bought at retail. And they give you—as no other data can—the true story of public color preference.

For these are the colors that people asked for when they had nearly unlimited freedom of choice. When paint is bought ready-mixed, color choice is limited obviously to 12 or 15 colors—the most that is usually offered in ready-mixed paint lines. But colors that people have had specially mixed to their order must be colors they specially want. Most of the time they want them to "go with" something else they now own, or are going to own.

Since paint is one of the most flexible elements in decorating, it is almost bound to follow, rather than precede, the choice of colors in other furnishings. The way most of us decorate, as a rule, is to find a ready-made material we like, then build the rest of the color scheme around it. So it is not surprising that popular color preferences, as they show up in paint, should exactly parallel the best-selling colors in fabrics, carpetings, wallpapers, ceramic tiles, linoleums, and all other home furnishings.

Now look at the colors themselves. You can't help recognizing the fact that all of them are colors commonly seen in the landscape—the colors of earth and rocks, tree bark and foliage, the color of grass and vines, the colors of autumn leaves. There are no strong, harsh colors, no colors that would look out-of-place outdoors. Some are flower colors. But they show up in small patches. It is a good safe guess that flower colors have been used in decorating just as they are in nature—for accent and sparkle.

Please notice how well all these colors go together. Had you heard that Americans are afraid of color, that they don't know how to use it, that they have to be told what colors are right? These statistics should quash that notion once and for all. Could you ask for better proof that Americans have more taste and a finer color sense than they are given credit for? There is the evidence! Americans are doing a good job of color-scheming with the things they buy, combining the right things, bringing them together with skill and good taste.

These are *today's* colors. Even if the statistics weren't dated 1950, you could see for yourself that these are not the same colors that were popular 10 to 20 years ago. They are lighter, brighter, sunnier. They are not so "proper." Gone is the day of worrying whether a color is "correct for the style of my furniture."

Americans are learning to forget the rules about color. They are learning to use their own eyes.

***Based on figures from the color research division of the Martin Senour Paint Company, William M. Stuart, Director. Conversion of statistics into ratios of space made by Carl E. Foss, color consultant.**

FOR A LIST OF MANUFACTURERS WHO SUPPLIED THE FACTS ON THE BEST-SELLING COLORS, PATTERNS, AND TEXTURES IN HOME FURNISHINGS, SEE PAGE 96





The patterns and textures Americans liked in 1950

The swatches of fabrics, wallpapers, and carpets on the opposite page give you a representative sampling of the most popular colors, designs, and textures during 1950.

HOUSE BEAUTIFUL asked 46 large manufacturers of home furnishings what their most popular items were for the year, We were shown hundreds of winners representing millions of dollars of sales. Through all of them ran the same naturalistic colors, the same naturalistic design motifs, the same rough, nubbly textures that combine two or more colors—the way nature colors the bark of trees, rocks, and leaves. Thirty-three of the most typical are assembled here to give you a "fast flash" of how they all look.

No one could miss the point: The materials Americans are using to decorate their homes are colored to blend with nature, have patterns and textures that come directly out of nature. All the patterns derive from some nature form—leaves, ferns, nuts, berries, pine branches, flowers. Notice, too, that all of these patterns are colored just as nature colors the originals. And each pattern is drawn with the kind of naturalism that captures the essence of the real thing—the ferns as you see them when you walk in the woods, the acorns about to fall from the tree.

Most important, these favorites are well-designed. There was not a dud among the hundreds of "best sellers" collected in our research. This should bury forever the theory that the American public has bad taste and will buy bad designs. Our taste can't be so bad when the best-sellers in all branches of home furnishings are well-designed and beautifully colored.

Compare the colors of these home furnishings with the paint colors on the preceding page. You can't miss the close relationship.—Why are these colors popular? Turn the page.







This composite of best-selling floor coverings, fabrics, and wallpapers shows how decisively Americans are turning to naturalism in pattern and texture. Notice how closely patterns reflect the natural objects that inspired them.

Do "best-sellers" make a style trend?



by Jean Murray Bangs

What is the reason for the present popularity of nature colors—the greens, the sunny yellows, the grays, warm browns, corals, and sky blues which make up the color palette most popular today? Why are the most popular patterns designed around ferns, flowers, and leaves? Is it merely a whim of changing fashion, or is it part of a long-term and basic style trend?

You can't find the answer merely by looking at the colors and patterns themselves. You have to consider the past, and understand the social forces at work in America. You have to remember that America is not primarily a race of people, but an idea, a dream of how men might live. Three hundred years of uninterrupted democratic social growth—the development of this idea—have pretty well established the fundamental development of the American house. (See "What Is a Truly American House?", HOUSE BEAUTIFUL, September 1950.)

Basic changes in houses, furniture, clothes, and manners occur only as the result of changes in the social conditions governing our lives. Once you can recognize a main line in style development, the rest is easy. Small changes in fashion are then easier to understand, because you have perspective about the over-all style, and you can see the relationship between one small thing and another.

Men's clothes are a good example of a basic style trend which has remained the same for about the last 150 years. The reason is to be found outside the field of clothes. It was the break-up of the class system which put men into business suits. When a man's position and importance were settled before he was born, as they were in stratified, feudal society, clothes told the wearer's rank, just as army uniforms do now. Men of idle classes advertised their status by going around in satin, lace, and feathers. But when special privilege was done away with, when man's rewards in life came from his own efforts, it was no time at all until invidious distinctions went out of dress and men got into clothes which permitted them to work. All that fashion has been able to do since then is to make relatively minor variations in material and cut.

In the same way, it is not Adrian or Dior, but the doctor and the automobile who make the fundamental decisions regarding women's dress. If you do not believe this, try to think of what an obstetrician would say of an attempt to reintroduce Grandma's corset, or imagine trying to drive an automobile in skirts that swept the ground.

Let's take a look at the main line of development in the design of the American House.

More than anything else it was the American building material, wood, which has determined the basic style of our houses. Because wood can be worked (*Continued on page* 54)



An intimate and harmonious relationship with nature has always been one of the goals of indigenous American architecture. See how the natural wood paneling inside this house with its large glass areas blend with the natural stonework and casual planting outdoors. It was designed by Bernard Maybeck in California around the turn of the century.

When a majority of the people share the same general tastes at the same time, it adds up to something more than a fashion. It produces a Style. Styles last for many decades, because they develop out of basic social attitudes. If you are planning to spend any money on your home in the next decade, you will want to buy those things which will not look dated before they wear out. The facts in this article will give you the understanding to choose for the "long pull," while still pleasing yourself



PHOTOGRAPHS BY MINOR WHITE



Do "best-sellers" make a style trend?

(continued)



easily, quickly, and cheaply, we have always been able to make even our old houses mirror the changes of our life. If we had to build with stone, as in the old country, we would have had to live in our houses for two or three hundred years without remodeling, without modernizing. Nowhere in the world has wood been used as consistently and as profligately, because it was available so economically. The good performance and workability of wood has given our houses a design freedom that has let us keep pace with every technological improvement. So change has been the constant in American housing attitudes.

Particularly during the past 75 years there has been a constant change—a movement toward a controlled environment. But the emphasis has shifted from protection *from* the elements to control *over* them. In American houses today we have nature pretty much under control most of the time. We now look at nature with kindly eyes, for we have nothing to fear from it.

Undoubtedly the biggest single tool we have developed for controlling the environment is modern heating and all its many supporting devices. Highly efficient insulation keeps our heating systems from overworking. And there is that miracle, insulating glass, which lets *in* the light and the outdoor scene without unduly wasting the fuel.

Thanks to such technical achievements, the walls of our houses no longer "enclose." Instead they "open out." The visual area of a room is no longer its own four walls. It

PHOTOGRAPHS BY LIONEL BERRYHILL



Every step in the development of the truly American house has been associated with an attempt to relate it more closely to the landscape. In this house by Mayberk, exposed beams indoors, stucco and natural boards outdoors, reflect colors and textures of natural setting.

extends to the garden wall or to the horizon. Instead of walls enclosing a private world and shutting it off from everything else, they connect our private world with the larger world of nature of which we are all a part.

Thus we have a new design relationship between the house and nature—an unprecedented indoor-outdoor affiliation which is sometimes actual, sometimes only visual. In either case, it has affected decoration. It has produced the need of using nature colors and nature patterns so that the inside of the house will harmonize with the outside—so that there will be no visual break between the two. This is the secret of today's "best-sellers"—the key to the popularity of the warm browns, grays, and greens that echo the colors outside the windows.

But this taste for blending indoors with outdoors is not entirely new. An intimate and harmonious relationship with nature has always been one of the goals of indigenous American houses. Indeed, every step in the development of the truly American house has been associated with an attempt to relate it more closely to the landscape. H. H. Richardson, in his New England houses of 1880 to 1890 (which were the first American houses in the sense that they were the first type which could not be seen anywhere else but in this country), abandoned white paint for the browns and russets of the autumn countryside. Frank Lloyd Wright's "prairie houses" in the Middle West were designed to fit into the landscape on the double count of line and color. The houses of the Greene brothers and Bernard Maybeck in California around the turn of the century also showed great consciousness of the color and texture of the physical environment that surrounded them.

Between 1894 and 1918 the best architectural minds were engaged in developing a house expressive of the American spirit. They concentrated on developing a philosophy of art based on the principles of construction found in nature, in which use determines form. During this period there was wide acceptance all over the country of "the Craftsman house" which grew from a conscious effort to create homes that expressed the American attitudes about the equality of man.

But that was before the days of modern heating methods, so efforts to link indoors with outdoors were necessarily limited to the use of color, materials, and textures that recreated natural effects. A precise account of the way this was done has been left to us in Gustav Stickley's *Craftsman* magazine which had a tremendous influence during the first two decades of this century.

Here is a description of the *Craftsman* ideal in colors and finishes taken from Stickley's writings:

"The Craftsman house aims at a room with soft, rich color, based on the mellow radiance of wood hues and sparkling with jewelled highlights given forth by copper, brass, or embroidery. Wood is used to give the effect of permanence, homelikeness, and rich warm color to a room.

(*Continued on page* 88)

Styles move in cycles

Historically, changes in style behave rather like economic changes, in the stateliness of their march and in the long time sweeps of their curves up and down in public favor.

It is fairly well accepted by cultural anthropologists that cycles of style have wave lengths measured in decades, rather than years. They believe that unsettled times, such as wars, disrupt and overthrow established styles and bring about conditions favorable to the rise of new styles.

The first World War was probably the cause of the disappearance of the naturalistic style that was thriving from the 1890's up to 1916. And World War II may well have been the cause of its return. This last cultural jolt seems to have reinstated many aesthetic values that were thriving at the beginning of this century, just as it seems to have uprooted the preference for traditionalism that prevailed from 1918 until V-J Day.



Good things renew themselves



by Laura Tanner

The spirit of good and purposeful things survives though their form may change. These puffed counterpanes were created 123 years apart, yet see how the essence of the old lives on in the new, revitalized version

Time and usage have not weakened the fiber of the collector's piece on this page. It still serves as an everyday bed coverlet just as it did in 1828. But today the same enduring qualities are power-loomed into the weave in the bedspread, opposite, perpetuating the appearance of hand-stitching and padding. Washable, pre-shrunk, and permanently padded, it is priced low enough so you can buy an extra spread to make a pair of draperies. Practical, too, for slipcovering a headboard or chair.

This new spread is "Heirloom" from the Bates Anniversary Series. Its prototype is from the late Hobe Erwin collection. The Parzsinger designed headboard is Salterini's wrought iron. "Patchwork" wool carpet, nostalgic but freshly new, is from Firth's Peasant Group. Chair from Wycombe, Meyer, Inc. Candle lamp from Mutual Sunset. Wool robe, with velvet fruit appliqué, St. Mary's Robes. Flowers, courtesy Colorado Carnation Growers Assoc.

GRAPH, RIGHT, BY GEORGE LAZARNICK
GRAPH, LEFT, BY WILLIAM HOWLAND

Different places need different houses

If you want your house to be comfortable,

as well as good to look at,

you can't just copy houses in other areas.

You must design for your particular climate

by Wolfgang Langewiesche

HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

First thing when you arrive in Arizona, you buy a hat—a big one that really shades your face. First thing in Maine, you dig up that old sweater. You do these things without giving them any special thought. It's so obvious. Different places call for different clothes.

Different places also call for different houses. If your house is wrong for your local weather, it makes no difference how attractive it is—it's a wrong house. That, too, is really obvious. But we often miss on it. We often put the right house in the wrong place and make it a wrong house. For example, in Florida, people build Mediterranean villas there. Some local zoning ordinances say that you must. Well, on the Mediterranean Sea the summers are hot and dry, the winters cool and rainy. In Florida the summers are hot and wet, the winters warm and sunny. So it isn't the same climate at all. The house that's right for Naples, Italy, is wrong for Naples, Florida. Perhaps not in winter, but certainly in summer. And the same goes for Norman castles in Oklahoma, Cape Cod cottages in Arizona, Spanish villas on Long Island, and all the rest. Lots of people are wrongly housed who wouldn't go around wrongly dressed—and then they gripe about their climates.

We shall not try to tell you here what kind of house you need in each part of the U.S.A. That would be biting off more than we can chew. It's true, that *is* the final purpose of HOUSE BEAUTIFUL'S Climate Control program. We will finally present, for each of the main locations of the country, a house that's *right*. But that takes time. It takes research work and design work that, in part, is still going on. It will take at least one full article to explain each of those houses in sufficient detail.

In this article, we want to lay merely some groundwork. We want to show you more clearly how Climate Control works, and why it works. Here is the idea we want to put across to you:

It isn't wise to say, "I want a house of such-and-such a style." Let your climate design your house. Different places call for *different* houses. To show you *how* different, and *why* the difference, we shall look at Climate Control for summer. We shall show you that heat is not simply heat. Summer is not simply summer. We have in this country

Shade is not enough—if your summers



at least two kinds of summer with two different kinds of heat. (We also have places, of course, that have no serious summer heat. We also have belts where the two kinds of summer heat are mixed.) Remember, as you read this, that we are using summer only as an example. We want to help you free yourself of the idea that does so much harm—the idea that any house you happen to like can be built any place where you happen to live.

Humid, hot summer air is the main comfort problem of the East. Sure, winter is quite real too, say in St. Louis and New York City. But winter is not much of a problem. We know so well, nowadays, how to keep warm. With insulation, double glass, good heating plants, etc., you can beat the cold. To beat the heat is a more tricky problem. You have to understand the *kind* of heat you deal with.

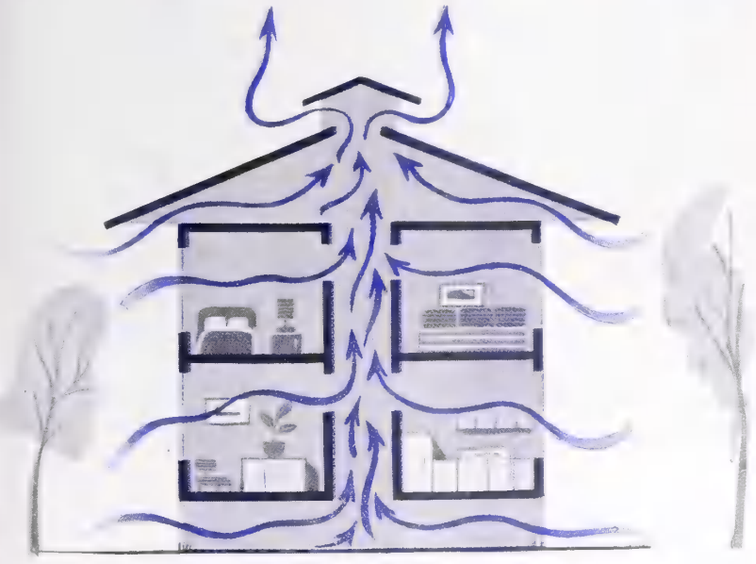
The heat that bothers you in the East is not straightforward, honest-to-goodness hot sunshine. In fact, the worst days at Washington or New York or New Orleans are sometimes quite hazy or cloudy. The most uncomfortable period, in the average house of this region, is after sunset. The heat that bothers you is imported tropical heat—imported by the southerly winds, in the form of warm, moist *air*. This air makes you feel so hot mostly because it is excessively moist. It has picked up so much moisture over tropical seas that it is slow to pick up additional moisture from your skin. Therefore, perspiration does not cool you as well as it should. The body's built-in cooling system does not work well. You are always damp, and you feet hot.

Breeze, therefore, is more comfort-giving in this geographical belt than shade is. If enough of this moist air flows past you every minute, it does manage to dry your skin, more or less; and, in doing so, it does cool you. Watch people on the street in, say, New Orleans. (New Orleans is perhaps the best example of the kind of heat that makes the Eastern summer.) The sunny side of the street is not as dead as it would be if this were Denver or Phoenix. The comfort-difference between sun and shade is simply not enough to drive people over to the shady side. But people cluster where there is an extra breeze. They like to stand, for example, right in the entrance of a building because the breeze, squeezing through the narrow place, speeds up.

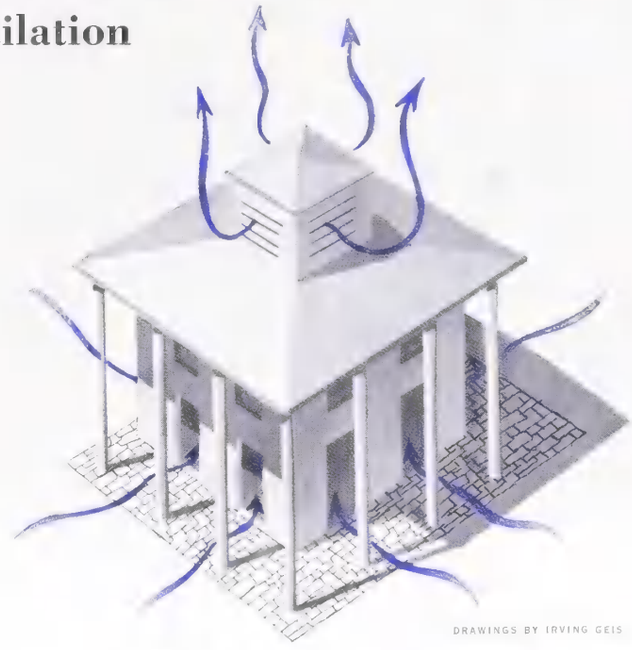
So, for summer comfort in this moist-heat belt, your house must be designed for *ventilation*. It needs lots of openings for the breeze. It needs more of them than it needs for light. The louvered shutter that keeps out light, sun-glare, curious eyes, and lets in the breeze becomes a wonderful Climate Control device. Louvered doors inside the house can give you individual privacy and still let the air through. What you aim at is not a violent breeze, but a general one—no part of any room, no part of day or night must have dead air. But you can also have a place or two where the air-stream is squeezed, as in those entranceways, so that it speeds up. That is the original idea of the "breezeway": a dam against the wind, with a gap for the air to spill through, something like rapids. By clever design, you can create such a spillway for air inside your house, and make an extra breeze blow on your dining table or through your bedroom. You can do this—as long as there *is* a breeze.

But now comes the catch. The breeze generally dies down with sunset. And so you get, in this belt, the hot, oppressive hours of the early night when you can't sleep. Now, Climate Control must depend on another principle of ventilation: *Hot air rises.* Now what you need is *upward* ventilation—channels by which the warm air can flow up and out the top of the house, while cooler night air flows in at the ground floor. Let the air flow up (*Continued on next page*)

re hot and humid, you must have Ventilation



If your house is built on the smokestack principle, you will always have ventilation. Of course, if you boost it with big attic fans, the comfort factor rises, especially after sunset. Then your fan exhausts the hot air at the top of the house, replaces it with cooler air from below—the nearer the ground the better.



DRAWINGS BY IRVING GEIS

Since hot air rises of its own accord, you can get quite a bit of air movement by just letting it have its way. Many Southern plantation houses got increased comfort by using this "smokestack principle." Ceilings were tall, openings large, attic ventilated. With or without breezes, there was always some air movement.

Different places need different houses

(continued)

your staircase into the attic and then out through attic vents. Let it flow up through big registers in your ceilings. Let it flow out through open transoms that extend all the way to the ceiling. Let it flow up through the so-called clerestory window—the strip window located just under the ceiling. The idea in all these devices is the same. You don't depend on the *breeze* to push cool air in and hot air out. You depend on the difference in weight. Cool air is heavier than warm air. So, if a room has two openings *at different levels*, one low, the other high, here is what happens: The cooler air comes in by the low window and "floats" the warmer air out by the high window or opening, quite without help from any breeze—simply by the difference in weight. This is really much like the draft of a chimney. And, just as a tall factory chimney has a more powerful draft than a low house chimney, it works best with *tall* rooms and *tall* houses.

A two-story house is, in many ways, less convenient than a single-story one. But in this Eastern summer it can be cooler. Low ceilings are more economical to build, and make a house more economical to heat in winter. But they don't pay off in summer comfort. A flat roof is more modern and less expensive than a tall gabled roof. But in this climate, the high attic, with large vents opening to the outside, can help cool the house.

A house with all these upward channels open will be impossible to heat in winter. (It will also be a real chimney in case of fire—something to think about.) These upward channels, therefore, must be controllable. You must be able to stop the draft up your staircase, to close your ceiling registers, to close the high-up transoms.

There is another angle to this moist, tropical air. It doesn't cool off much at night. (There's a complicated law of physics that moist air doesn't cool off as quickly as dry air would.) This means trouble. Your house—the structure of it, the actual brick and wood—has warmed up during the day. It has stored up a lot of heat. With the night air so warm, the material won't cool off until quite late at night. And all the lukewarm surfaces surrounding you make you feel uncomfortably hot, because they act as radiant-heating panels.

Here is the remedy: Build your house so that it can't hold much heat. The lighter, the less massive the construction, the better. You'll see the point if you think of a heavy earthenware cup and a thin porcelain cup. You fish both of them out of the same hot dishwater: the heavy cup is still warm long after you have wiped it dry. The thin one cools off almost right away. Because there is so much less to it, it holds so much less heat. It's the same with houses. The less massive a house, the more quickly will it cool off in the evening.

You can see how this moist, warm tropical air of the Eastern summer dictates the design of your house in many different ways. Here is another angle: Because the air is so moist and hazy, something happens to the sun rays that causes great summer discomfort. The sun heat doesn't go, straight and simple, from the sun to you. A heat ray may bounce about in the air, from haze-particle to haze-particle, until it finally bounces down on you from some totally unexpected angle. For example, stand at a north window on a typical hot, hazy eastern summer day. The window is definitely in the shade. Yet, you will feel a strong glare of heat coming in through it. It shows that the whole sky is hot and shines heat at you. It's this effect that kills so much of the difference between sun and shade in the East. The direct sunshine is not quite so hot as it might be, because some of the sun rays have been deflected by the haze. But the shade is not so cool as it should be, because this

IT'S TIME TO THINK ABOUT NEXT SUMMER'S HEAT WAVE

If you are planning to build, buy, or remodel, remember that each climate demands its own type of house. A house that may be all right for Naples, Italy, will never work in Naples, Florida. And if you want it to be comfortable the year around, don't let today's snowstorm make you forget next July's heat wave. A house that's warm as toast in winter may also be hot as blazes in summer. A really good house has to cope with both. It can be done—if you really know *your* climate.

sky-glare reaches you even when you're in shady places.

In such summer weather, therefore, *every* window is a source of heat—even a window that is technically in the shade. To keep the heat off, every window must be shielded against the sky if possible; and the larger your windows, the more important this becomes. You need a wide roof overhang not only on the south side but on all sides, or wide verandas.

That then takes care of still another angle of the moist-hot air. Such air breeds thunderstorms and showers. With windows shielded against the sky, you can keep the rain out and still let the air in. You can leave your house with the windows open so it isn't an oven when you return. You can sleep without concern—you needn't get up to close the windows against a sudden shower.

The planters of the Old South knew what they were doing when they built the grand homes that are now the show places of the South. Those places had all the design features that the Eastern summer weather demands. Consider them for a moment with an engineering eye—not how they looked, but how they worked.

They were tall. They had grand staircases that produced grand chimney effects. Often there was a cupola atop the roof. It acted as an extra vent to let the hot air out. Those houses were built light—often by ship's carpenters who knew how to make a structure strong without making it heavy. They had columned verandas, often on all four sides, that kept off the direct sun, the sky-glare, and the showery rain. They were airy. Think of the wrought-iron balconies, of all the louvered shutters in New Orleans or Charleston.

We would no longer want the grandness of those places, even if we could afford it. But their engineering is still right. If you want to be comfortable in a humid, hot summer, you need cross-ventilation *and* upward ventilation *and* a non-massive structure *and* shields against sky-glare. It's as simple as that.

The Western summer is like the Eastern summer only in one respect—it is very hot—so hot you have to do something about it. In all other respects, the Western summer is more nearly the opposite of the Eastern. The heat is of a different *kind*. It calls for different methods of Climate Control and gives you a different-looking house.

Key fact is that the Western air is *dry*. Because it is so dry, it is clear. The sun rays come shooting down at you almost as if there were no air at all. Sunshine—violent, piercing, hot sunshine—is what makes the heat of the Western summer.

The difference between sun and shade is all important. That's why the West is the home of the five-gallon hat. In summer, the sunny side of a Western city street is deserted; people crowd over into the shade. In the older days, the small-town store or the café or the hotel usually had a corrugated iron shade roof built out over the sidewalk all the way to the curb. (*Continued on page* 108)

If your summers are dry, shade is all you need



People stick to the shady side of the street in the Southwest for the simple reason that it's comfortable there. The temperatures are very high and the solar radiation intense. But the air is so dry that, once in the shade, you can be quite comfortable. Perspiring is effective because dry air absorbs moisture.



Get shade and you can forget about ventilation in the Southwest. Here your summer heat is the dry kind, and the air's so hot a breeze no longer cools you. Thus a comfortable house can be closed in with walls, hedges, and trees—a regular oasis that gives shade and forgets about air movement and breezes.

You'll never enjoy Gardening if you're

by Dr. Joseph E. Howland
House Beautiful's Garden Editor

Stop kidding yourself. Gardening is no fun if the amount of work exceeds the amount of pleasure you get. If you spend all your week ends handcuffed to a lawnmower or toiling in your flower beds, your gardening has reached the point of diminishing returns. And don't think that the beautiful results justify the drudgery. You can get the same results with less work—if you go about it the right way.

First, you have to do a little analytical thinking. Why do you have a garden? Does it fulfill a particular purpose (see page 64), or does it just exist because your house doesn't take up all your lot? Once you know *why*, you can determine the kind and size of garden you should have. The amount of time you'd *like* to spend has a lot to do with this—so plan accordingly.

Don't talk about plants until you've done this basic thinking. Then remember a plant must justify the time it takes—planting time plus maintenance time. Each plant has specific requirements for health and growth, so don't grow too many kinds.

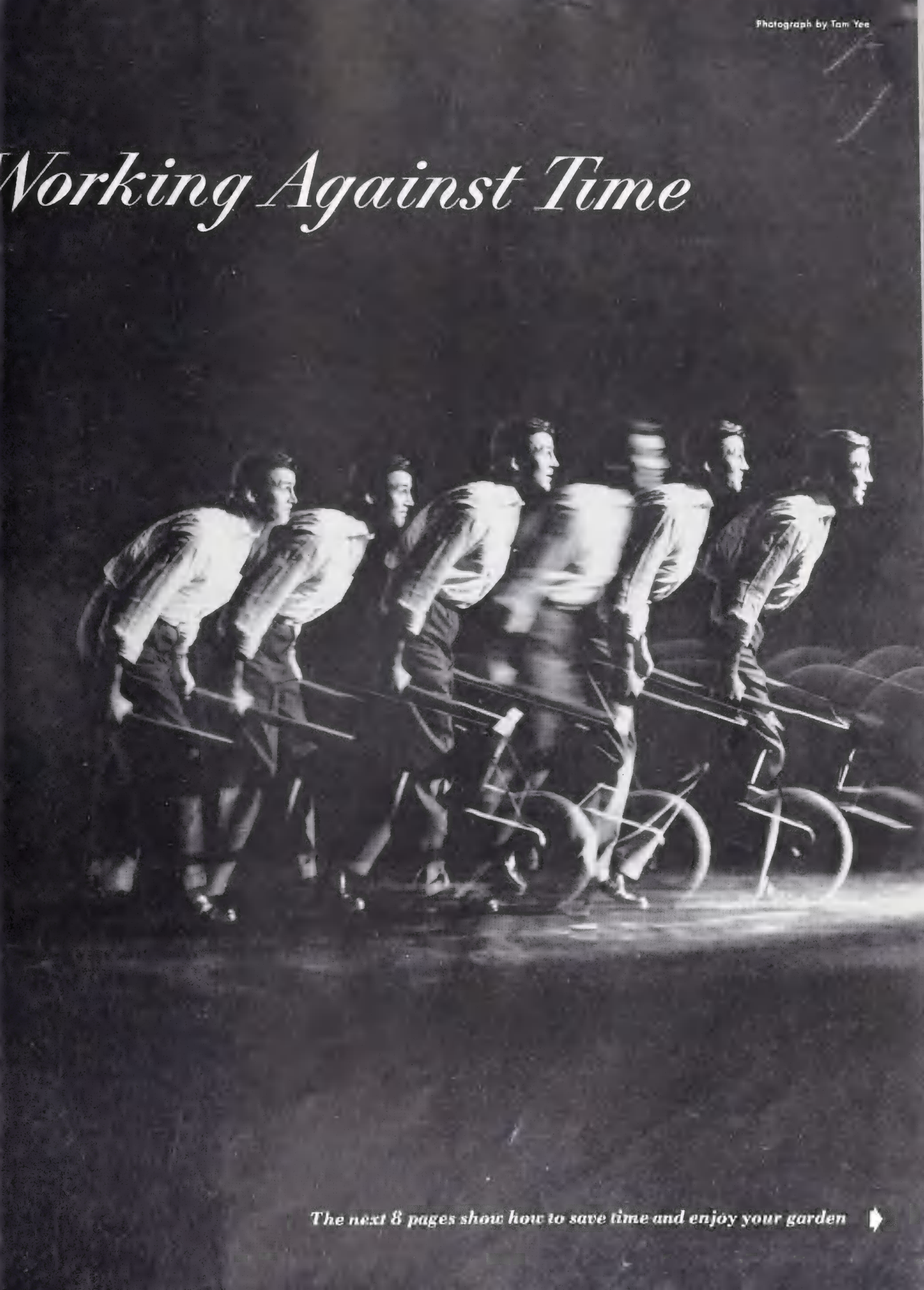
Now you're ready to think about flower colors. Unfortunately, most people start with colors and suddenly find themselves bogged down because they failed to select labor-saving plants.

Study the pages that follow. You'll learn how to get more fun and do less work in your garden.

Better your home garden
Better your living

Photograph by Tom Yee

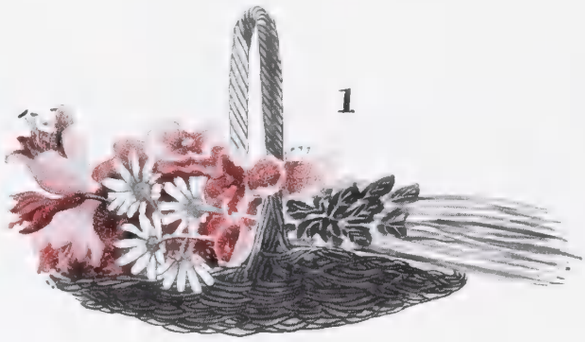
Working Against Time



The next 8 pages show how to save time and enjoy your garden

You won't waste time on details if you know why you garden

- ☐ 1. *Are cut flowers your big interest?*
- ☐ 2. *Do you need to temper climate?*
- ☐ 3. *Do you want privacy?*
- ☐ 4. *Is flower-growing your hobby?*
- ☐ 5. *To make a small yard look bigger?*
- ☐ 6. *You garden because neighbors do?*
- ☐ 7. *Fascinated by the miracle of life?*
- ☐ 8. *Do you want to create beauty?*
- ☐ 9. *Do your children need play space?*
- ☐ 10. *Want a place to relax outdoors?*



1

If cut flowers are your specialty, concentrate on a garden where you can grow them in rows like vegetables. Or grow massed border displays that withstand heavy cutting.



2

Climate Control calls for hedges, vines, and shade trees. Avoid the evergreens if you need winter sun. Use clipped hedges only if space is limited and labor is abundant.



3

Privacy depends upon getting a heavy screen above eye-level, so buy large plants. (Settle for small plant sizes elsewhere in your yard if your budget insists.)



5

Make a small yard look bigger by careful attention to scale of plants. Remember: You "own" as far as you can see, so use the same kinds of plants you see in the distance.



4

Confine hobby flowers to one area. Let their size be determined by the amount of time available for the detailed attention that results in the very finest specimen flowers.

6

If you garden because it is the thing to do in your neighborhood, go in for fences instead of hedges, paving rather than lawn, shrubs and trees in place of flower beds.





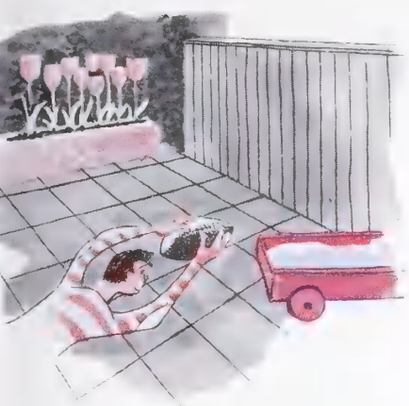
7

Just about everyone is fascinated by the miracle of life, so save a place close to the family's daily living for close-up enjoyment as the seed becomes a living plant.



8

Satisfy your creative urge via a garden, but don't force plants into bird-form or geometry. Let nature work with you as you design and create pictures in living plants.

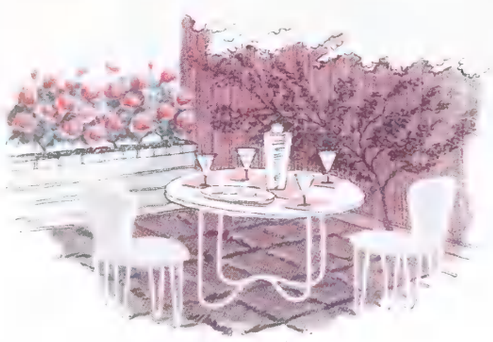


9

Children need active play space, so get the plants into raised beds, up out of the way. Pave to scuff-proof the terrace, and bound it by fences instead of breakable plants.

10

If you garden to have a place to eat and entertain outdoors, keep your flower show at eye-level and close by (flower perfumes are subtle). Keep whole garden intimate.



SKETCHES BY IRVING GEIS

You can save time if you grow the right plants

They should have:

1. *Climate hardiness*

It's not enough that your plants can resist the toughest local winter: they must survive and remain attractive after summer droughts, beating rains, and high winds. They must prosper under the sun or shade conditions which exist, also the wet feet or shallow soil they encounter.

2. *Correct size and habit of growth*

Knowing the height to expect (usual seed catalog information) doesn't tell you whether to expect fat, squat plants, round globes, or tall, slender spires—nor do you know how far apart to put the plants. Mistakes here can involve you hopelessly in a long struggle with overcrowded, spindly plants and attendant troubles (see page 69).

3. *All-year beauty*

Few parts of the country are frost-free, so consider off-season appearance *in your locality*. Just because a plant is evergreen isn't enough; rhododendron leaves, for example, curl and hang dejectedly when the temperature goes down to 10 degrees. In some areas, strong winter winds often rip and shred any large evergreen leaves.

4. *Pest resistance*

Pests aren't inevitable. There is a long list of flowers and shrubs that are practically immune to some of the deadliest pests. Look for wilt-resistant varieties or rust-resistant types in seed catalogs. Ask nearby gardeners for recommendations on plants locally immune to Japanese beetle, aphids, etc. (Climate and soil seem to influence this.)

5. *Long season of bloom*

Why settle for a color display that lasts only a few days? Modern varieties bloom longer than their ancestors. In addition you have such a choice of varieties that you can have a new one coming into bloom before the earlier type wanes. You can have five months of bloom from modern petunias, four from roses, three from zinnias, marigolds, iris, tuberous begonias, tulips, phlox, hardy asters, and chrysanthemums.



Sturdy roses: Lady Alice Stanley, Sutter's Gold, Duquesa de Penaranda, Katherine T. Marshall. Bobbink & Atkins.

Climbing Peace rose thrives anywhere, but anemones are warm-region plants (use gladiolus elsewhere). Germain's.

PHOTOGRAPH BY MAYNARD PARKER



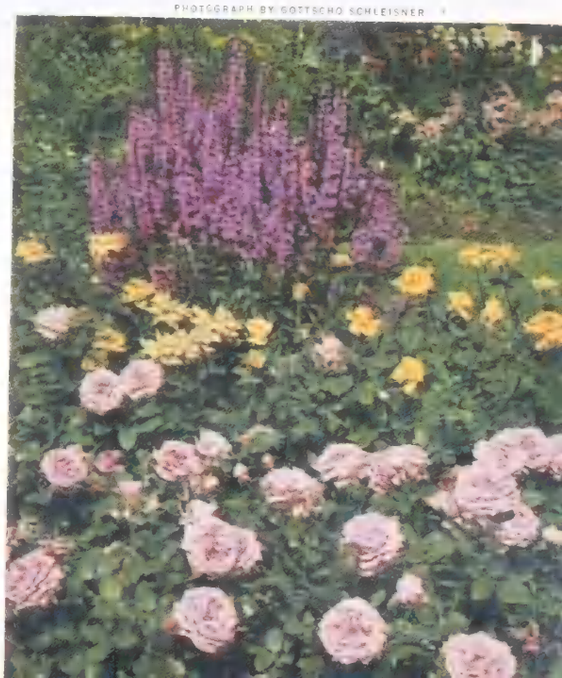


PHOTOGRAPH BY PHOTOGRAPHY, INC.

Hardy perennials are always a good bet for color year after year, especially phlox (foreground) and hollyhocks. Both now available in many new types. Totty's.

Golden Sceptre rose is new this year. Waves an old favorite. Tall plant is Lythrum Morden Pink. Jackson & Perkins.

PHOTOGRAPH BY GOTTSCHO SCHLEISNER





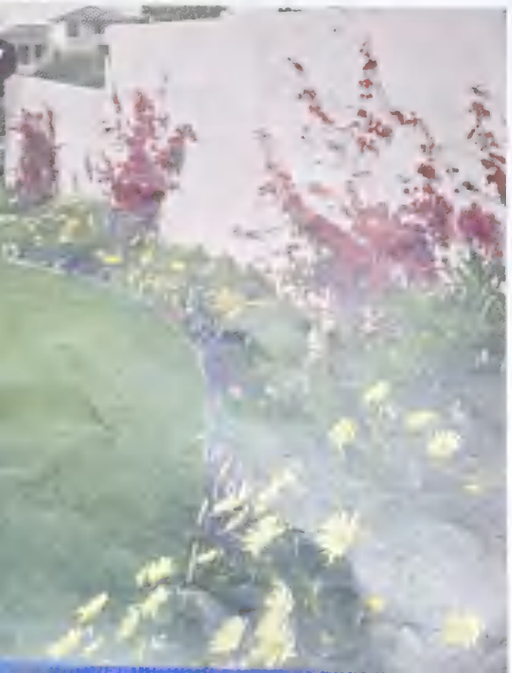


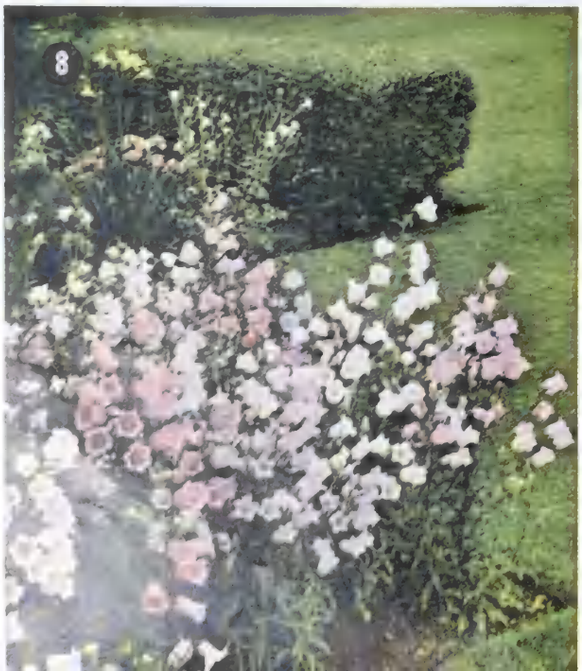


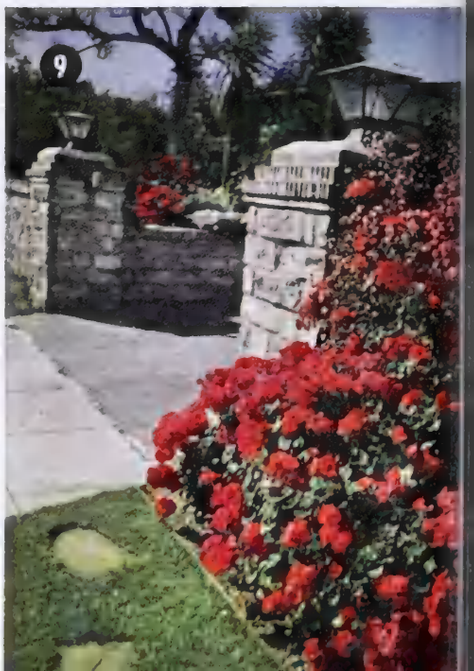












Crowding plants wastes your time

You save time when you grow plants adapted to your area

1. Peace rose is the most satisfactory rose ever introduced. It thrives in all parts of the country, grows huskily enough to laugh at most diseases and insects. No garden should be without this plant. Conard-Pyle.

2. Burpee Hybrid zinnias, new for '51, have the smartness of the smaller Fantasy zinnia introduced a few years ago. Colors are exceptionally clear, plants very sturdy. We rate this the most exciting new flower in years.

3. Altair fruiting-flowering peach is the long-sought-after combination, and new this year. Testing is not complete but reports to date indicate it will be hardy anywhere peaches will grow. Armstrong Nursery

4. Petunias can be counted on for five months of bloom almost any place in the country. They are so winter-hardy that they often self-seed as far north as Michigan, and they laugh at autumn's first killing frosts. Peter Henderson.

5. Flowering Japanese cherries prosper much farther north than Washington's famous Tidal Basin collection might indicate. Many Japanese variety names have been anglicized, so check catalog descriptions. Geneva Gardens.

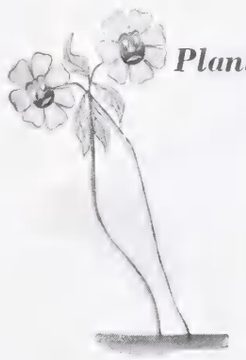
6. Snapdragons fell into disfavor with time-conscious home gardeners because of the susceptibility to a rust fungus disease. All this is in the past now because of the introduction of rust-resistant varieties. Stumpp & Walter.

7. Daisies of many types, both annual and perennial, are now available. They are among the most satisfactory of cut flowers, as are their cousins, the golden calendulas in the background below the bougainvillea vine. Vaughan's.

8. Canterbury bells (foreground) bloom the second year from seed, then die. But they are well worth the time. Daylilies and columbines (near hedge) are the most satisfactory of long-lived hardy flowers. Wayside Gardens.

9. Don't be satisfied with just any geranium. Order Paul Crampel (double) or Olympic Red (single) if you want glowing scarlet (opposite). E. G. Hill is the best salmon pink, Gertrude Pearson the best rose pink. Germain's.

PHOTOGRAPHS BY MAYNARD PARKER, GOTTSCHO-SCHLEISNER

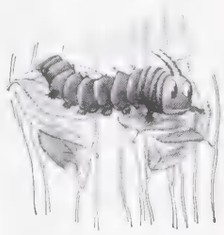


Plants grow tall and spindly

Plants must have sunlight on their leaves if they are to survive. Nature responds to crowding by making the plants shoot upward—and then you must tie and stake them.

Troubles spread quickly

Insects obviously find it easy to move to new pastures when the leaves of two plants touch. Disease spores also can be splashed from one leaf to the next, so cause rotting.



Weeding becomes a slow, hand job



You should never have to pull a weed by hand. Use your hoe to slice it off. Nor should plants be so close together that you must use undue care to avoid injuring the roots.

Drought cripples crowded plants

Drought resistance depends mainly upon the ability to root deeply, thereby enlarging the area in which water can be found. Crowded plants don't get enough food to make deep roots.



SKETCHES BY IRVING GEIS

by Jane Brinton



Contrast the effectiveness of this tulip show with the common sight—a single line bordering a front path.

You can make the most of your gardening time if you highlight a few plants



Buy and feature at least one evergreen shrub in a really important size.



Single primrose looks like a gem but would be lost in usual border planting.



Espalier plants (pear here) and columnar types (Hick's Yew) occupy little ground.



sing a number of plants dramatizes your fate. Small plants (foreground) emphasize its scale.

ALL PHOTOGRAPHS BY MAYNARD PARKER



Choose a rugged, twisted specimen from the array of evergreens that thrive well in tubs.

The American Style

What delayed it

by Clyde Brion Davis

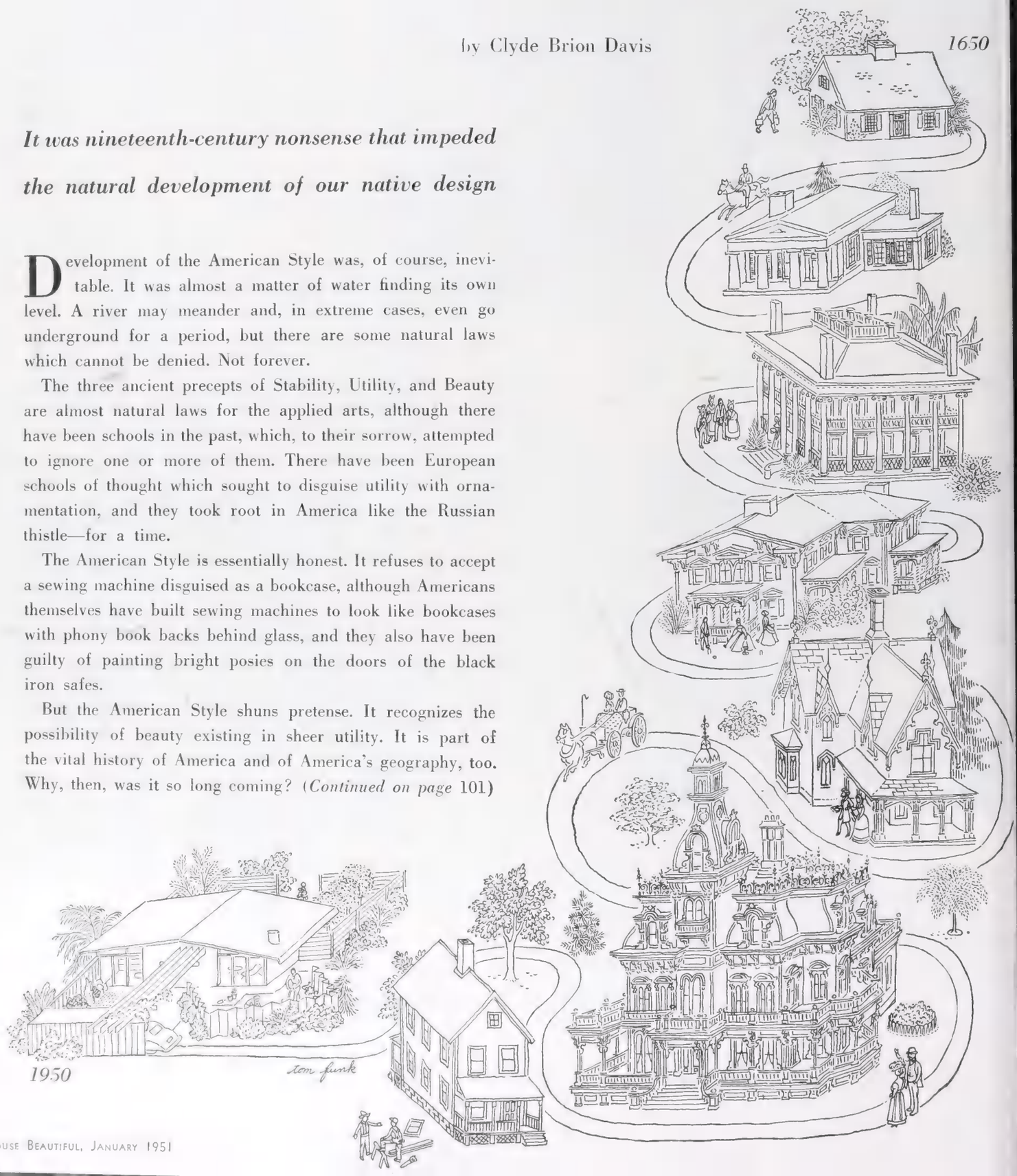
It was nineteenth-century nonsense that impeded the natural development of our native design

Development of the American Style was, of course, inevitable. It was almost a matter of water finding its own level. A river may meander and, in extreme cases, even go underground for a period, but there are some natural laws which cannot be denied. Not forever.

The three ancient precepts of Stability, Utility, and Beauty are almost natural laws for the applied arts, although there have been schools in the past, which, to their sorrow, attempted to ignore one or more of them. There have been European schools of thought which sought to disguise utility with ornamentation, and they took root in America like the Russian thistle—for a time.

The American Style is essentially honest. It refuses to accept a sewing machine disguised as a bookcase, although Americans themselves have built sewing machines to look like bookcases with phony book backs behind glass, and they also have been guilty of painting bright posies on the doors of the black iron safes.

But the American Style shuns pretense. It recognizes the possibility of beauty existing in sheer utility. It is part of the vital history of America and of America's geography, too. Why, then, was it so long coming? (*Continued on page* 101)





The China on your Table

It has always been the aim of American hospitality to "set a good table." Naturally, the quality and abundance of the food served is your first consideration. But equally important is the manner in which you set forth your fare. In fact, the china you use is a badge of your hospitality and cooking craftsmanship. Take this opportunity, then, to review your table-setting facilities. Gauge them against today's new, more relaxed demands, and see how something new or a new use of something old might increase your skill as a householder and hostess.

The NEW WAY to use china

THE OLD WAY

You owned a "set" of china as fine as you could afford. You bought 18 or 24 of every piece, and took care it was an open-stock pattern so you could replace breakage. You saved this for "best" and ate family meals from drab "second best."

THE NEW WAY

You own many sets of dishes, just as you own many scarves, belts, gloves. You have party dishes for outdoors, dishes for sit-down dinners, for dinette meals. You mix and match them according to your mood, menus, color of the food.

Variety is the key to fresh new table settings. This means you own dinnerware in several different patterns and colors and keep changing them about. It means using two or more during the same meal, perhaps even at the same course. And it gives the meal the same kind of visual variety as the menu gives variety of flavor. Gone are the days when you bought 24 of everything to match, and had to look at the same design throughout every course, every meal. Now you buy just as much, even more. But you vary the patterns, choosing eight of this one, eight of that, though you make sure that one or two colors run through them all so they will combine agreeably. It's really the same principles used in assembling a wardrobe of "separates" to be mixed together in endless combinations.



PHOTOGRAPH BY ROBERT C. CLEVELAND

Let's set the table in the kitchen

Warm woods and natural brick make this one truly a living-kitchen, and the table should be equally inviting. No motley collection of derelict dishes; no monotonously matched set. Three patterns and a plain compose a pleasant harmony when the solid color is repeated in all the patterns. Note that the designs are of different types—a plaid, a stylized floral and a floral spray—hence combine more readily than three of the same type.



THREE PHOTOGRAPHS BY MAYNARD PARKER





Come for Sunday lunch

The informal hospitality of a country dining room is echoed in a collection of provincial patterns ranging from a sprawling all-over pattern to a precise center medallion and accented with a plain. Notice that the thistle plate and the soup bowl with thistle center are companions without actually matching. The fruit plate is one of a set in which each plate has a different fruit motif.





We'll sit down at eight

Traditional elegance needn't be stuffy if you alternate elaborate baroque patterns with others of classic simplicity. See how the lush floral design of one plate is set off by the demure rosebud border of another, and the elegance of a third with fluted rim and gold banding Solid color plate edged with gold ties them all together nicely.





Serve yourself, then come to the table

You may dispense with waitresses and have all outdoors for your dining-room murals, but your china will be nonetheless elegant and you'll vary it from course to course. In this ensemble the complexities of a floral design on a round plate are relieved by a casual spray of oats on a square shape with rounded edges. One of the plains is of solid color pottery, the other is of frosted glass.

ALL CHINA PHOTOGRAPHS BY WILLIAM HOWLAND

FOR MORE INFORMATION ABOUT THIS CHINA TURN TO PAGE 97

Dishes that SAVE you dishes

If you want to cut down on your dish washing, and make room for more varied china on your shelves, collect dishes that can serve as nicely as they cook

by Mary Roche

We used to segregate dishes according to a caste system. Your best china dishes were the "Brahmins," revered and pampered and never allowed to associate with anything beneath their station. If dinner plates had to be warmed, they might be set gingerly near the stove, but never in the oven. At the bottom of the scale were the lowly working dishes you cooked with. But never, never, would *they* be tolerated in the polite company of your dinner table. (Remember how Grandmother's casserole always came discreetly swaddled in a linen damask napkin?) One serving of food might see the inside of three or four vessels before it was finally consumed. So many dishes to be washed! So many to take up space in the cupboard.

But like other caste systems, this one is crumbling. Your party dishes do not disdain to do honest work. And your casseroles, still sizzling from the oven, are welcomed in the most distinguished table setting. What's more, you are proud to eat from plates to match—they're that good-looking!

TO IDENTIFY OVENWARE ON THESE PAGES TURN TO PAGE 95



The most subtle recipe you can dream up is none too elegant for casserole at left with matching dinnerware. Baking dishes (below) of porcelain-covered iron take as kindly to oven heat as to the dinner table. So do the pottery casserole and pie plate.

ALL PHOTOGRAPHS BY WILLIAM HOWLAND








4




6

How to use the *MIX-MATCH* idea

The first rule of mixing dinnerware is to forget all rules you ever learned. Forget someone told you once that fine china was the aristocrat of the dinner table, and earthenware only plain stuff for family meals. Collect both, mix them, and dress your table up or down just as you do with your suit.

If anyone ever told you a table setting had to be stamped with the flag of one country, forget that too. Look at the blue panel below and see how patterns from everywhere under the sun blend into one happy family. There is china from France and England and Sweden, pottery from Italy, American earthenware. And don't be afraid to mix shapes. The modern coupe shape with its slightly curled-up edges can look right at home with the more formal traditional shapes, while a square plate, or a free form is an agreeable grace note.

Forget the rules, but don't forget the colors. Pick one and let it be the main theme of your mixing. Try blue and combine it now with green, now with yellow, or again with mauve. Put your favorite pattern on different colored grounds and see how it seems to change color. And don't ever forget the magic of plain white china to tie all colors and patterns together.

TO IDENTIFY THIS DINNERWARE TURN TO PAGE 94

PHOTOGRAPHS BY WILLIAM HOWLAND



















Naturalism on your table

We Americans are lovers of simple food, because our raw foodstuffs are so fresh and good they don't need to be hidden behind the masking flavors of sauces and condiments. But there is a way to intensify the true flavors of the freshest, finest foods. Have you learned about "M S G"?

by Mary Elizabeth Wiley
and
Alexandra Field Meyer

The finest type of cooking, by American standards, is the variety which lets the natural flavors of the basic foodstuff speak for itself, without the support of complicated seasonings. Thanks to the best agricultural and distribution system in the world, our food comes to us in such fine condition that it is possible for us to enjoy fresh, natural flavors.

But there is a way for us to intensify these natural flavors. Since the war we are now learning to use an ingredient which is centuries old in the Orient, but relatively new to us in America.

This spotlight ingredient has the very scientific name of monosodium glutamate. It is an amino acid derived from high protein foods, and is a fine white powder somewhat like salt in appearance. It has no odor and only a slight, somewhat salty, taste. So it is hard for the uninitiated to believe that it can do anything very remarkable for cooking.

In spite of its bland looks, monosodium glutamate has a powerful amplifying effect on all foods. It is so simple to use and so dramatic in its action (when used in the right proportions, of course) that you wonder why it should have taken us so long to discover it and begin to use it in our kitchens.

It heightens the taste of the thing itself. You might say it intensifies the natural flavors (*Continued on page* 92)

OR PHOTOGRAPHS BY WILLIAM HOWLAND



In table settings as in menus, Amer- ns reject the "duked up" or artificial. e look to nature for elegance (top op- site) in a hand-woven raw silk cloth, a rk-gleaming wood plate, an iridescent ell used for melon and conversational quancy. "Desert Sand" side plates have ny texture. All courtesy of V. C. Mor- . Imperial's "Flare" glass. Gnarled, rror-smooth root holds Colorado Car- tions. Sterling is Towle's "Craftsman." Far left, honest, clay-colored earthen- re, courtesy V. C. Morris, on a woven t of Puerto Rican fibers, by Geraldine nk. Green glassware, Carbone. Colo- lo Carnations in a Putney pottery bowl. Left, black-rimmed pottery, courtesy C. Morris, on a sheer pineapple fiber t, courtesy Pacific Shop. Carbone's ape plate. Wedgwood moonstone-glaze wl. Imperial glass. Napkin, Mosse.


1
2
3



by Sara Little

Pure White China -darling of this decade

White china is all things to all people. It's the pet of modernists who like its graceful forms and restful simplicity. It's cherished by traditionalists because it allows the other patterns on silver, glass, and linens to speak more clearly. It is loved by those people who like both modern and traditional designs, because it lets them mix several patterns — both old and new — in the same place setting

DETAILS ABOUT THIS CHINA ON PAGE 96

PHOTOGRAPHS BY DE EVIA

Echo you

Among the most satisfying things in life are the little things you discover for yourself on second glance—the unexpected likeness, the quiet repetitions that tie unrelated units to a larger whole. Your dining table is primarily a setting for your meals, but it is also an essential part of the room. Make it play soft overtones of your main decorating theme, and you will create the kind of unity that guarantees pleasant atmosphere.

But you don't have to be too obvious about it. Take the trio of chintz and plates at the left. There are two kinds of flowers, but both have the same casually strewn grace; and the balance of colors is reversed. What a nice little surprise to see the frosty green of the rug below turn up again in plates on the table!

If you had honeysuckle wallpaper like that on the page opposite, you might also have honeysuckle on your china, provided the two were far enough apart to make the match seem happily accidental. How delightful to find the Napolean Ivy pattern quietly echoed in appliqué on your napkin; or the imperial dragon from an antique Chinese bronze repeated on your dinner plate; or the precise shapes in a collection of faience fruits and vegetables mirrored in two dimensions under your salad!

PHOTOGRAPH BY DE EVIA



lecorating on the table

TO IDENTIFY THESE PATTERNS, TURN TO PAGE 88

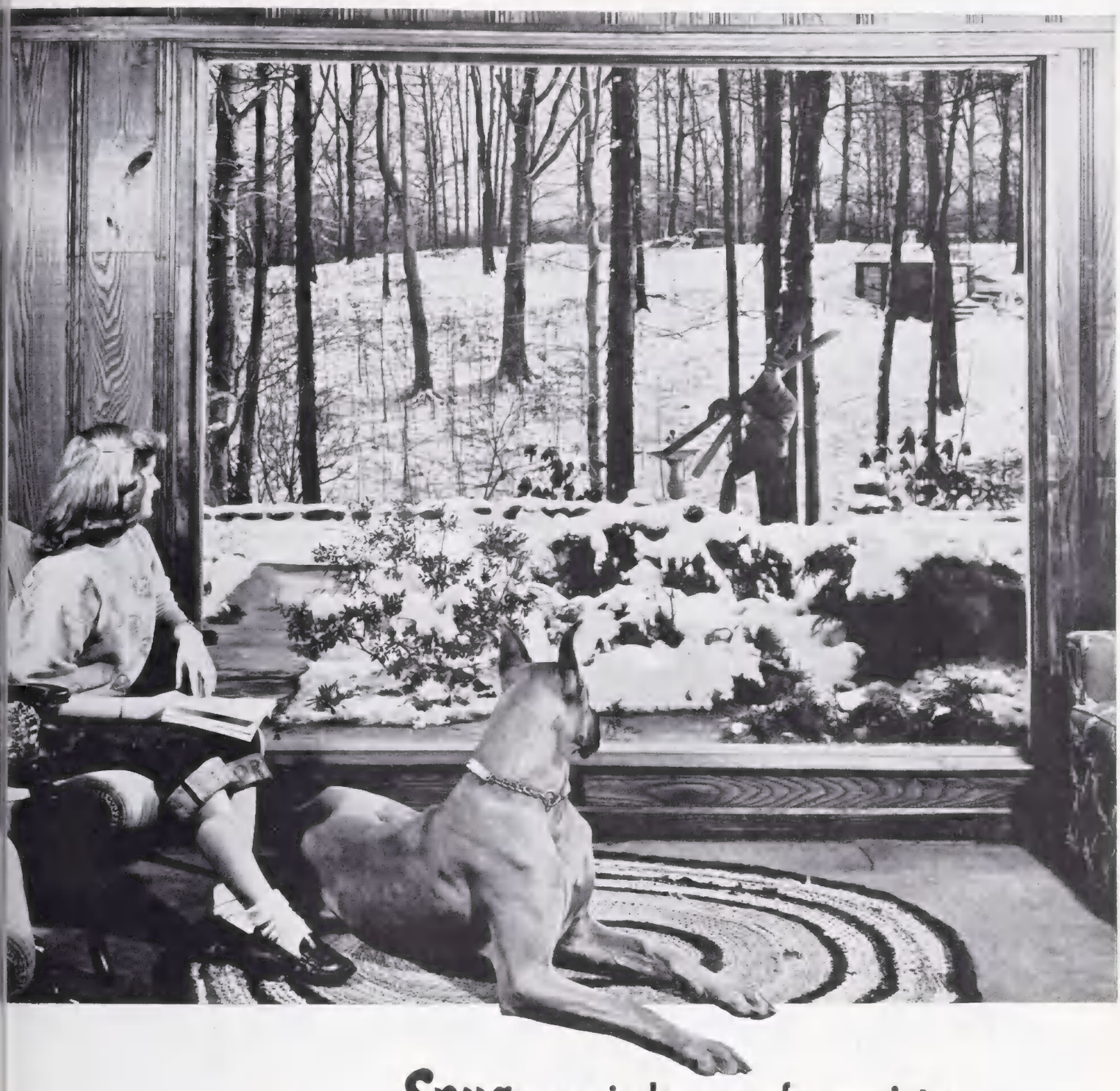
You can't have too many of these



These pieces are the "mixers" that never need to match. They are the extras that fill out your china wardrobe. Used imaginatively, they become the unusual dishes that transform family fare into party specialties

IF meat and potatoes and pie were all you ever served for dinner, you could get along with two sizes of plates, a platter, and a vegetable dish. But you might like an egg for breakfast now and then—and not always a fried egg either. You might relish an oyster stew, or treat your guests to a party supper built around a wonderful peasant soup that's a meal in itself. What will you serve *them* in?

The recipes that keep menus from being humdrum insist upon variety in your china closet. Small bowls, big bowls, covered bowls, egg cups, individual casseroles—you'll need them all, and you're not likely to find them to match your best dinner set. If they are plain white china, they'll fit in naturally. If they have a pattern, then let it be a simple one that will complement the important patterns on your plates. You'll find this china identified on page 97.

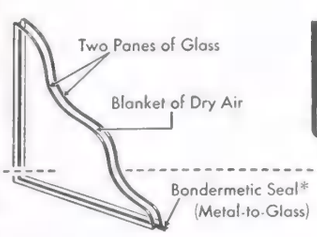


Snug... an inch away from winter

You can sit—and children can play—next to windows like this without feeling chilly. With *Thermopane** insulating glass, the inner pane stays warmer in winter. All your floor space is usable . . . there is no "low-comfort" zone. That means a lot in small rooms, especially. Another thing . . . with *Thermopane* you won't have your view shut off by frost. The air space sealed between the panes of *Thermopane* minimizes condensation, cuts fuel bills, saves heat. And in summertime it helps keep heat *out*. Rooms stay cooler. *Thermopane* is available in over 80 standard sizes to fit most windows at low cost. For more details, write for our *Thermopane* book.

*®

FOR BETTER VISION SPECIFY THERMOPANE
MADE WITH POLISHED PLATE GLASS



LOF GLASS

Thermopane

MADE IN U.S. SOLELY BY LIBBEY·OWENS·FORD GLASS CO.
111 Nicholas Building, Toledo 3, Ohio

Now you can put twice as much in your closets —and keep everything *much neater!*



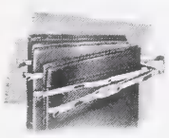
JUST TAKE A SCREWDRIVER AND INSTALL ECONOMICAL

K-VENIENCES

It's easy to make your closets hold so much more . . . keep everything in easy reach . . . save on pressing bills. Shining chrome K-Veniences are scientifically engineered to solve specific storage problems. They make your closets so convenient they practically hand out your clothes!

Any shape and size of closet can be fitted perfectly from the more than 40 items. Yet K-Veniences are quickly and easily installed with just a screwdriver. *No other home improvement gives so much satisfaction for so little cost.*

ASK FOR **K-VENIENCES** AT LEADING HARDWARE AND DEPARTMENT STORES



Pants, skirts stay pressed.



Holds 6 hats, plus ties, scarfs, belts.



Keeps clothes neat, clean and handy.



Keeps shoes clean, neat.

Send for THESE FAMOUS CLOSET BOOKS

Send 10c for your copy of "How to Make the Most of Your Closets," a 48-page book by the famous authority, Helen Koues; plus a FREE copy of colorful new brochure of closet ideas and equipment.

KNAPE & VOGT MANUFACTURING CO.

DEPT. H11

GRAND RAPIDS 4, MICHIGAN

ECHO YOUR DECORATING ON THE TABLE

CONTINUED FROM PAGE 85

China, linen, draperies or a favorite heirloom—all can participate in your main decorating theme. The groupings on pages 84-85 are from the following sources:

1. Green and white chintz, Patterson Fabrics, New York, N. Y. Two "Tea Leaves" pattern china plates, one with a border, Flintridge China Company, Pasadena, Calif.

2. "Sylvia" pattern china plate, Pickard, Incorporated, Antioch, Ill. Green sculptured rug, A. & M. Karagheusian, Inc., New York, N.Y.

3. Two "Green Thumb" salad dishes designed by Arnold Blanch for Castleton China, Inc., New York.

4. Antique bronze ceremonial food vessel, courtesy of C. T. Loo, New York, N. Y. Booth's "Green Dragon" china plate, Midhurst Importing Corp., New York, N. Y.

5. "Honeysuckle" pattern wallpaper, Katzenbach & Warren, New Canaan, Conn. "Honeysuckle" pattern Syracuse china plate, Onondaga Pottery Co., Syracuse, N. Y.

6. "Napoleon Ivy" china plate, Josiah Wedgwood & Sons, Inc., New York, N. Y. Ivy embroidered linen napkin, Baccarat et Porthault, New York, N. Y.

DO "BEST-SELLERS" MAKE A STYLE TREND?

CONTINUED FROM PAGE 55

The individual qualities of grain, color, and texture are preserved as much as possible. It is finished so that its inherent color qualities are deepened and mellowed as if by time, and its surface smoothed without sacrificing the woody quality that comes from revealing its natural texture.

"Willow furniture is finished so that the willow has the intangible, silvery shimmer of water in moonlight. The finish is in two colors. One is given the general impression of green, but it is really a variation of soft wood hues, brown and green, light and dark, as the texture of the willow is smooth or rough. In this way the silvery luster of the willow is left undisturbed, and the color beneath is like that of fresh young bark. The other finish is a golden brown in which there is a suggestion of spring-like gray and green.

"Wrought iron is finished to bring out the black, gray, and silvery tones that belong in iron.

"Copper is treated to give it the deep, mellow, brownish glow that brings it into harmony with dark wood.

"Brass is the natural, unfinished metal which has a beautiful greenish tinge and a soft, dull surface that harmonizes with natural wood.

"Leather is finished in all the subtle tones of brown, biscuit, yellow, gray, green, and fawn, but always with the leathery quality predominant under the light surface tone.

"The effect of fabrics depends quite as much on texture and character of weave as on color harmony. Fabrics are made of materials that possess a rugged, straight-forward character of fiber, weave, and texture. When not left natural, dyes are in three tones of wood brown, one almost the color of old weather-

(*Continued on page* 91)



The Carol Nash Chair

A contemporary American design with a graceful and free flowing effect with wings and arms airy. Luxurious formed foam rubber back, arms and seat . . . insure permanence of shape . . . continued like-new comfort. Front feet are solid mahogany and capped by brass ferrules.

A decorator chair

by

Jamestown Lounge Co.

Jamestown, N. Y.

Ask your dealer to show you this chair

Cannon shopping guid

You'll find Cannon's "DuBarry" towel—shown opposite—featured a better stores, including:

ATLANTA—Rich's
BALTIMORE—HUTZLER'S
BIRMINGHAM—Burger-Phillips
BOSTON—Filene's
BUFFALO—J. N. Adam & Co.
CHICAGO—Mandel Brothers
CINCINNATI—Alms & Doepke
CLEVELAND—Halle Bros. Co.
COLUMBUS—F. & R. Lazarus & Co.
DALLAS—A. Harris & Co.
DAYTON—Rike-Kumler Co.
DENVER—The May Co.
DETROIT—J. L. Hudson Co.
FT. WORTH—W. C. Stripling Co.
HARTFORD—G. Fox & Company
HOUSTON—Foley Bros.
INDIANAPOLIS—The Wm. H. Block
LOS ANGELES—J. W. Robinson Co.
LOUISVILLE—Stewart's
MIAMI—Burdine's
MILWAUKEE—Boston Store
MINNEAPOLIS—The Dayton Co.
NEWARK—Bamberger's
NEW ORLEANS—D. H. Holmes Co. L
NEW YORK—R. H. Macy & Co.
OAKLAND—H. C. Capwell Co.
PHILADELPHIA—Strawbridge & Clot
PORTLAND—Meier & Frank
RICHMOND—Miller & Rhoads
ROCHESTER—Sibley, Lindsay & Curr
SAN ANTONIO—Joske's of Texas
SAN DIEGO—Marston Co.
SAN FRANCISCO—The Emporium
SEATTLE—The Bon Marche
ST. LOUIS—Scruggs-Vandervoort-Barney Inc.
SYRACUSE—Dey Brothers
TOLEDO—LaSalle & Koch
WASHINGTON—Woodward & Lothro

Madame, meet DuBarry!



Oo la la! – look what's here!
Another Cannon charmer, named in honor of the lady who
snared so many hearts! DuBarry would adore
the roses Cannon's wrought into this new towel design.
Almost like damask – it's so soft, so rich,
so outright romantic to have around today! Of course,
with the famous golden Cannon label that marks
the *freshest* towel fashions, the *finest*
towels made. At leading stores –
in dreamy colors: Petal Pink, Aqua,
Mimosa Yellow, Flamingo, Citron
and White. Complete matching ensembles.
Bath towels about $1.98.

CANNON MILLS, INC., 70 Worth Street, New York City 13
Towels • Sheets • Stockings • Blankets • Bedspreads

TRADE MARK
MADE IN U.S.A.
CANNON
fine quality

for towels to treasure

Less time for this...

More time for this...



Handsome **VIKON** *occasional...or sectional chairs ...upholstered in Vinylite Plastic liven up almost any room in the house. Made by* VIKING ARTLINE CORP., *Eldred, Pa.*



Luxurious-looking, fade-resistant • Water-proof, easily washable • Long-wearing, scuff-resistant • Spot-, stain- and weather-resistant • Resilient—resistant to sagging, denting, cracking.

choose upholstery of VINYLITE Plastic BRAND

What wonderful, wonderful, time-saving upholstery! A damp cloth whisks it clean in a jiffy . . . keeps the glowing beauty of these smart VIKON chairs ever-fresh . . . gives you extra time for relaxation.

This upholstery is just *one* of the many, many handsome, useful things made of VINYLITE Plastic that lighten household chores without straining the family budget. Draperies and tablecloths that need no ironing . . . easy-to-keep-sanitary nursery items . . . gay, practical shower curtains, are at all the better stores, waiting to help you subtract fuss and add fun to everyday living.

Every one proudly bears the "Made of VINYLITE Brand Plastic" signature. It means that the plastic used was made by Bakelite Division, first of all in the making of quality plastics. So for complete assurance of top performance, look for it before you buy. Pronounce the trade-mark "Vine-na-lite."

YOU KNOW IT'S RIGHT IF IT'S . . .

VINYLITE TRADE MARKS PLASTICS

BAKELITE DIVISION
Union Carbide and Carbon Corporation UCC
30 East 42nd Street, New York 17, N. Y.

DO "BEST-SELLERS" MAKE A STYLE TREND?

CONTINUED FROM PAGE 88

beaten oak; another that shows a sunny, yellowish tone; a third one close to a dark russet. The greens are foliage hues; one dark and brownish, like rusty pine needles; another a deep leaf-green; the third an intense green, like damp grass in the shade; the fourth a very gray green, with a bluish tint, like a eucalyptus leaf."

Doesn't that sound as if it might have been written in 1951? It certainly indicates that this is not the first time nature colors have been popular. You would see a slight difference, however, between samples of the colors Stickley was writing about and the popular palette and textures of today. Although basically the same, today's colors are lighter and more positive. But you will realize the reason for that difference when you consider the difference in motives.

In 1910, nature colors were used as a device to remind one of the country outside, just as *mille fleur* tapestries were a Gothic contrivance to bring a suggestion of flowery meadows indoors. Today nature colors are used, not to suggest the outdoors, but to harmonize the inside with it, since both are now visually united as parts of the same room.

If you reread Stickley's descriptions, you'll discover another important point: The fundamental difference between the colors in nature and colors applied by paint or dye is that nature colors are really several gradations of the same hue. Every leaf, twig, tree trunk, and patch of earth shows so many variations in color that it is only an approximation to describe the total effect as green or brown. The general effect is the result of variations in tone plus the lights and shadows caused by texture. If you try to match a leaf to a fabric, you'll have trouble, for the leaf will seem to change color every time you look at it. For leaves contain several shades of the same color.

THE striking similarity between Stickley's Craftsman colors, between the colors seen in the earlier work of Richardson and Wright, and the "best-selling" colors of today is reason enough to believe that the present popularity of nature colors is not merely a passing fashion but part of a basic style trend. Because our present type of house results from our basic social attitudes about what is important, because its construction has developed from the high development of our industrial organization, because it is a continuation of tendencies which have gone on a long time, we may consider this trend to naturalism to be a long-term trend.

The recurrence of our interest in nature, and the tendency of natural forms to reappear again and again in our design, shows the strength of our basic tradition of naturalism. Naturalistic design will continue to reappear in our architecture, our furniture, and our decoration until the old tradition is replaced by a new one, or until we reject our past and take a new direction away from the progress of the last 150 years which has done so much to reduce human misery.

PANTRY SHELF NEWS

CONTINUED FROM PAGE 30

Chafing Dish Cookery, are enough to send one in quest of a chafing dish posthaste. (She even gives you shopping guidance, should you acquire the book before the appliance; information, too, on the use and care of your purchase.)

Any chafing dish that gets teamed up with this book is going to be working overtime, whipping up delectable concoctions for brunch, lunch, dinner, buffet suppers, parties. The scope and versatility this book gives chafing-dish cookery will be a revelation even to those who are old hands at it. You'll find within its cover recipes for time-honored chafing-dish classics, dishes to please devotees of both simple and exotic food, concoctions of European, Oriental, and Mexican origin, sandwiches, and even ways to use a chafing dish to transform mundane leftovers into epicurean delights. For the benefit of the uninitiated, it's not amiss to add that chafing-dish cookery is easy, fast, and fun, especially when you're armed with such able guidance and a recipe and menu repertoire for every day and special occasions. For proof of the inimitable convenience and hostessing virtues of this culinary art, look no further than the "Renaissance" of chafing dish cookery brought on by Canasta and television.

Chafing Dish Cookery costs $3, plus postage, from Brentano's, 586 Fifth Ave., New York, N. Y.

FIREPLACE WARMS ALL THE ROOM, EVEN ADJOINING ROOMS



CIRCULATES HEAT!

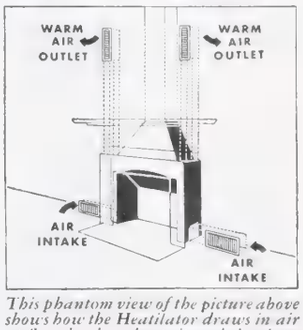
Build your fireplace around the Heatilator* Fireplace unit and enjoy the cheer of an open fire *plus* cozy warmth in every corner of the room. The Heatilator Fireplace saves heat usually wasted up the chimney. Draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms.

Will not smoke

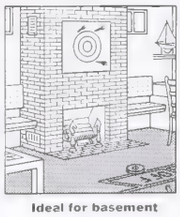
The Heatilator unit is a scientifically designed steel form, complete from floor to flue, around which any style fireplace can easily be built. It assures correct construction, eliminates common causes of smoking. Best of all your Heatilator unit *adds little to the cost of the completed fireplace*. It provides all the vital parts of the fireplace — saves the cost of a separate damper, firebrick, and masonry otherwise required — and on most jobs reduces time and labor.

Cuts furnace operation

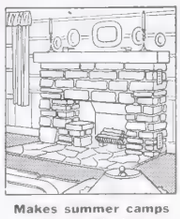
A Heatilator Fireplace makes furnace fires unnecessary on cool Spring and Fall days, cuts weeks from the furnace season, dollars from fuel bills. Use it to supplement furnace heat during bitter weather or as an auxiliary heater in case of fuel shortage or furnace repairs. In mild climates the Heatilator Fireplace furnishes all the heat needed by many homes.



This phantom view of the picture above shows how the Heatilator draws in air at floor level . . . heats it and circulates warm air to all corners of the room.



Ideal for basement recreation rooms



Makes summer camps usable months longer

PROVED BY 24 YEARS USE

Your fireplace is a long term investment. Get the one fireplace unit that has proved itself in thousands of homes for 24 years. Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. See it at leading building material dealers everywhere. Mail coupon today! Heatilator, Inc., 731 E. Brighton Ave., Syracuse 5, N. Y.

* Heatilator is the reg. trademark of Heatilator, Inc.

HEATILATOR FIREPLACE

T.M. REG. U.S. PAT. OFF.



HEATILATOR, INC.
731 E. Brighton Ave., Syracuse 5, N. Y.

Please send free booklet showing pictures and advantages of the Heatilator Fireplace.

Name.....

Address.....

City..... Zone..... State.....


designed by forest wilson

the incomparable pasadena
dramatic

gracious furniture for gracious living

Futorian FURNITURE

futorian manufacturing company
1139 american furniture mart, chicago 11
or 1656 merchandise mart, chicago 54



NATURALISM ON YOUR TABLE

CONTINUED FROM PAGE 81

so you notice them more readily.

Actually, monosodium glutamate doesn't work on the food at all, but on the tongue. The glutamic acid in the powder acts as a stimulant for the taste buds, and thus they are able to do a better job of tasting and enjoying all natural flavors. When these are pointed up, the need for other seasoning diminishes and there is less chance of spoiling food by overseasoning.

MOST people don't use enough monosodium glutamate when they first begin to cook with it. It shouldn't be wasted, of course, but you can use a tablespoon or even more when cooking a large amount, like a soup or a stew. For most dishes in average-family quantity a teaspoon is a more general measurement.

Vegetables are vastly improved by the use of monosodium glutamate. The two tricks in cooking vegetables properly are these: Peel no more than the barest layer of outside skin, and then cook them quickly with very little water in a covered pot. If you do this, and add about a teaspoon of the powder to a pound of vegetables, you will have wonderful results. Bland vegetables, such as beets, celery, and carrots, may need some other distinctive seasoning touches.

Monosodium glutamate is an important ingredient in salads, bringing out the delicate flavor of the most simple salad greens and accenting the seasonings and oil and vinegar.

Meat cookery makes full use of monosodium glutamate, as meat is a protein and, therefore, is closely related to the amino acids. Some of the powder sprinkled over steak or chops before broiling does wonders for the finished flavor. It is extremely helpful in any meat sauce or gravy as it picks up the combined bouquet of tastes and makes them more intense. In all cooking the use of monosodium glutamate decreases the use of salt.

Avoid using monosodium glutamate on strong vegetables (with the exception of cabbage), smoked fish, or anything else with very pronounced flavor. It is at its best when pointing up hidden or cloudy flavors, but not in accentuating those which are already definite. It has no use in desserts, as it does have a slightly salty taste, and this does not blend with anything that is supposed to be sweet. Use it freely with all meats, fish, poultry, soups, gravies, and vegetables. I have even heard of a scientist w used it in an ant poison he w developing so that it would ma the poison more alluring to pesty ants.

Pure monosodium glutamate on the market under several diff ent trade names: "Accent," "M G," "Mai-Kai," "Peikin Powde etc. There are some other season agents which use it as a base. O which is particularly effective w meat, is a blend of monosodi glutamate, ground celery seed, a onion salt, called "Beau Mond Another, which is perfect for with delicately flavored fish a vegetables, combines it with and sugar, and is called "M Jing."

The monosodium glutamate ha is one you catch quickly when y see how very effective it is. Y will find yourself putting a shal of it on the table to rescue a dish which seems a little flat tasting. You will adopt the ori tal trick of putting a teaspoon in a pan of rice, and you will se chilled tomatoes at the peak of season with just a dusting of powder. A little added to a ba cream sauce makes the addition anything but a little salt and p per unnecessary. You will find t monosodium glutamate clarifies flavors so satisfactorily that co ing will seem easier, while yo food tastes better.

The following recipes are giv to suggest proper proportions *pure* "MSG") and explain recip that benefit from its use:

Oxtail Soup

2 oxtails
3 tablespoons butter
2 quarts strong beef stock
2 tablespoons chopped parsley
2 carrots, sliced
1 potato, sliced
2 stalks of celery, sliced
1 teaspoon salt
6 peppercorns
½ teaspoon thyme
½ teaspoon marjoram
1 bayleaf
1 teaspoon Worchestershire sauce
2 tablespoons sherry
1 tablespoon monosodium glutamate

Have two oxtails cut up by t butcher. Have the section wh the tail is thick cut in two aga Sauté the oxtails in the butter un they are richly browned. Put th in a pot and cover with the sto When it boils, skim carefully, a the vegetables and seasoning, co and reduce heat to low. Cook ab 4 or 5 hours as slowly as possib Strain, purée the vegetables a return them to the soup. Set t soup aside to chill, then skim fat and reheat. When it boils aga

eason again to taste, and serve ith boiled rice. Serves 6 to 8.

In this soup the large amount of nonosodium glutamate brings up ll the rich meaty goodness of the xtails and knits the vegetables and easonings together in a pleasing lend of accenting tastes.

Beets in Sour Cream

1 bunch very young beets, or
1 can baby beets
1 teaspoon monosodium glutamate
Salt and pepper to taste
2 tablespoons flour
½ cup sour cream
½ teaspoon Beau Monde Seasoning Salt
½ teaspoon dill seeds
½ cup buttered crumbs

Cook beets in boiling water bout 45 minutes to one hour or ntil tender. Drain them care-lly, slice, and put them in a aking dish. Make a cream sauce f the butter, flour, and sour cream. dd the seasonings and pour it ver the beets. Top with the but-ered crumbs and put the dish in a 50° F. oven for about 15 minutes. Brown under the broiler for a few inutes before serving. (If canned eets are used, omit the parboil-ng.) Serves 3 or 4.

Vegetable Harlequin

1 bunch young carrots
3 stalks of celery
3 tablespoons parsley, chopped
1 onion sliced
1 teaspoon monosodium glutamate
Salt and pepper to taste
⅛ teaspoon celery seed
½ teaspoon Beau Monde Seasoning Salt
1 tablespoon butter
¼ teaspoon nutmeg

Peel the carrots and the onion nd slice them into a saucepan. Remove the tough strings from the elery, wash and slice it. Add it to he other vegetables. Add the pars-ey and barely cover the vegetables ith boiling water. Simmer covered or about 20 minutes, or until ten-er. Drain well, return the vege-ables to very low heat and add ream, butter and seasonings. erves 4.

Crouton Salad with Sesame Seeds

Use three or four kinds of salad reens, for instance—butter let-uce, romaine, chicory, and water-ress. Wash the greens and dry hem very carefully. Cut three lices of French bread rather thick nd then cut the slices into cubes about half an inch square. Melt 4 ounces of butter in a skillet and sauté the croutons in the butter. You will need 4 ounces as the bread soaks up the butter, and this is the secret of their goodness. Just before you remove the croutons, toss in a tablespoon of sesame seeds and let them turn golden brown. Turn the contents of the skillet onto some paper towels to drain. When you are ready to mix the salad, break the greens with your fingers into bite-size pieces and put them into a bowl that has been rubbed with garlic. Use about 4 or 5 cups of greens. Then add the croutons and the sesame seeds. Over the greens sprinkle 1 teaspoon of monosodium glutamate and ½ teaspoon Beau Monde Seasoning Salt. Add ½ teaspoon chervil or summer savory and 1 tablespoon of chopped fresh parsley. Grind in some black pepper and sprinkle 1 tablespoon of eschalot vinegar over the greens. Let two tablespoons of olive oil trickle over the greens last of all. Toss vigorously 8 or 10 times. Serve immediately. Serves 4.

Veal and Cabbage

2 pounds of ground veal
¼ cup cream
2 tablespoons grated onion
½ teaspoon nutmeg
¼ teaspoon mace
Salt and white pepper to taste
2 teaspoons monosodium glutamate
3 tablespoons fat or oil
1 small head cabbage
1 teaspoon butter
2 teaspoons caraway seeds
1 cup sour cream

Mix veal, cream, parsley, onion, mace, salt, pepper, and other seasonings and shape the meat into small balls. Fry them in the fat, shaking them over a moderate flame to brown evenly. Then let them simmer slowly for a few minutes. Prepare and wash the cabbage. Chop it coarsely and cook it in boiling salted water for 10 minutes. Drain it thoroughly and place it in the bottom of a casserole. Sprinkle the cabbage with more monosodium glutamate, freshly ground pepper and lumps of butter. Scatter caraway seeds through it, nest the veal balls in the middle and pour the sour cream over all. Reheat in a 300° F. oven until the mixture reaches a lively bubbling.



Only Monarch gives you this surface oven that Saves Stooping





JUST lift the cover of the Monarch Surface Oven—and there's your food! No stooping . . . . no hot oven racks to pull out. A wonderful convenience for frequent basting of fowl, ham or game. And oh, how tender and juicy!

This beautiful Monarch Range has *Two* ovens! . . . . a roaster-size oven built flush into the cooking top . . . . and a regular size oven with broiler unit. Whether you cook with ELECTRICITY or GAS, you can enjoy the exclusive conveniences of the Monarch 2-oven Roaster Range. See your Monarch dealer, or write to Monarch Malleable Range Company, 5211 Lake Street, Beaver Dam, Wisconsin.

Monarch
ELECTRIC AND GAS RANGES



Electric Range with "Side-Heet" Cooker. | 6-Unit Electric Range with 2 Full Size Ovens. | Electric Range with Coal-Wood Heater



Every piece in the Unité group is a masterpiece of style and craftsmanship. The fine lines and rich antique walnut finish on fruitwood give it an enduring heirloom quality. At better furniture and department stores. Send two-cent stamp to Dept. B for booklet.

UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

make icy steps safer!



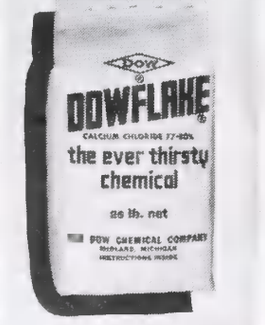
use

DOWFLAKE!

Dowflake helps reduce the ever-present hazard of winter accidents. Sprinkle Dowflake sparingly over icy surfaces, and let its quick, thawing action remove ice and lessen the chance of harmful falls.

Use Dowflake on porches, driveways, sidewalks, and play areas, in fact any place where ice is hazardous. Dowflake is available in handy, economical 25 and 100 pound bags. Plan for a *safer* winter—buy Dowflake from your dealer today.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



DOW
CHEMICALS

HOW TO USE THE MIX-MATCH IDEA

CONTINUED FROM PAGE 78

Dinnerware that mixes well for a variety of table settings is made both in this country and abroad. Here is the list of importers and manufacturers of china, pottery, earthenware on pages 78 and 79.

1. Background (left to right): "Bluebell" china plate, cup and saucer, Theodore Haviland & Co., Inc., New York. Teapot and cup and saucer are Booth's "Blue Peony," Plummers, Ltd., New York. Carbone's "Quimper Ware" covered dish and square plate, courtesy of Plummers, Ltd., N. Y.

Foreground (left to right): Green linen place mat, Mosse, Inc., New York, N. Y. "Blue Fire" white Swedish plate, Rorstrand, Inc., New York. "Heirloom" blue rose china plate, Ebeling & Reuss, Inc., New York. "Fruit Basket" plate by Arnold Blanch from Stonelain Collection, Associated American Artists, courtesy of Lord & Taylor, New York. Scalloped place mat, Mosse, Inc., New York. Royal Doulton's "Coventry" bone china plate, Doulton & Co., Inc., New York. "Blue Fire" small blue Swedish plate, Rorstrand, N.Y.C.

2. Background (left to right): Wedgwood "Papyrus" plate, cup and saucer, and after-dinner cup, courtesy of Plummers, Ltd., New York. Two amethyst colored glasses, Cambridge Glass Co., Cambridge, Ohio. Cerulean blue stemmed glass, Bryce Bros., Mount Pleasant, Pa. Vertes plate, Castleton China, Inc., New York. "Woodside" plate of Franciscan China, Gladding, McBean, Los Angeles.

Foreground (left to right): Place mat is a textile design by Geraldine Funk, Puerto Rico Industrial Development Company, Puerto Rico. Pink marbleized china cup and saucer, Sascha Brastoff Products, Inc., Los Angeles, Calif. "Fruit Hearts" dish by Arnold Blanch, Stonelain Collection, Associated American Artists, courtesy of Lord & Taylor, New York. Two marbleized plates, Sascha Brastoff Products, Inc., Los Angeles. "Woodside" bread and butter dish of Franciscan China, Gladding, McBean & Co., Los Angeles. Pale blue place mat, John Matouk & Co., New York. "El Patio" grape-colored plate of Franciscan Earthenware and "Encanto" white dish and bowl of Franciscan China, Gladding, McBean & Co., Los Angeles. Napkin, Mosse.

3. Background (left to right Lenox "Pine" china plate, courte of Plummers, Ltd., New Yo "Chaletware" pottery plate a pitcher, Herman C. Kupper, N York. Spode's "Reynolds" earth ware plate, Copeland & Thomps Inc., New York. Orchard W plate, Newland, Schneeloch & Pi New York. Pink bordered "Car sel" plate, B. J. Brock & Co., I Lawndale, Calif. Putney Potter mug, Putney School, Putney,

Foreground (left to right): Sm pitcher, Carbone, Inc., Bost Mass. Split reed mat, Fallani Cohn, New York. Two green pott plates, Putney School, Putney, V mont. Pale pink "Carousel" c and saucer, B. J. Brock & Co., I Lawndale, Calif. Woven mat is textile design by Geraldine Fu for the Puerto Rico Industrial velopment Company, Puerto Ri Brown pottery plate designed Russel Wright, Richards Morg thau & Co., New York. Large tery plate is Vernon Ware, Ver Kilns, Los Angeles, Calif. "Car sel" pink dinner plate and bo B. J. Brock & Co., Inc., Lawnd Calif. Green "Ballerina" pl Universal Potteries, Inc., C bridge, Ohio. Fabric woven w metallic thread, Goodall Fabr New York, N. Y.

4. Background (left to righ Syracuse China's cup and sauc and coffee pot, courtesy of Plu mers, Ltd., New York. Small f pattern Italian pottery bowl, C bone, Inc., Boston, Mass. "Ma L china plate, Castleton China, I New York. Stangl's yellow dered "Blueberry" plate and ered dish, Fulper Pottery Trenton, N. J.

Foreground (left to right): Th sizes of plates designed by Ru Wright for Richards Morgentha Co., New York. Woven mat by aldine Funk, Puerto Rico In trial Development Company. G den Pottery's stoneware cup saucer, S. Rubel & Co., New Y Green sauceboat, B. J. Brock & Inc., Lawndale, Calif. "Hazeln plate on plain green plate, b "Ballerina," Universal Potter Inc., Cambridge, O. Embroide place mat, Mosse, Inc., New Y N. Y. Large pottery plate, B Brock & Co., Inc., Lawndale, C Green glaze shell plate, Jo Wedgwood & Sons, Inc., New Y N. Y. Napkin, Mosse, Inc.

Background (left to right): ode's "Bowpot" plate, Copeland Thompson, Inc., New York. Ital- pottery fish platter, Carbone, c., Boston, Mass. Spode's "Blue wer" earthenware plate, Cope- nd & Thompson, Inc., New York.

reground (left to right): "Blue re" blue bowl and white plate, rstrand, Inc., New York. Green ss by Tiffin Glassmasters, U. S. ass Co., Tiffin, O. Blue goblet, yce Bros., Mount Pleasant, Pa. llow place mat. Mosse, Inc., New rk. Spode's bone china small Tee cup. Copeland & Thomp- n, New York. Grape patterned lian pottery plate, Carbone, Inc., ston, Mass. Dark blue "Blue e" leaf-shaped dish, Rorstrand, ., New York. Green "Ballerina" and saucer, Universal Potter- , Inc., Cambridge, O. Pottery te with house and trees design, e Hadley Pottery Company, uisville, Ky. Woven mat by Ger- ine Funk, Puerto Rico Indus- l Development Company. Plain ite "Blue Fire" Swedish china and Saucer, Rorstrand, Inc.

6. Background (left to right): "Mariposa" dinner plate and "Chelan" dinner plate both Franciscan china, Gladding, McBean & Co., Los Angeles. Stemware by Tiffin Glassmasters, U.S. Glass Co., Tiffin, O. Marbleized plate, Sascha Brastoff Products, Inc., Los Angeles. "Mariposa" coffee pot of Franciscan China, Gladding, McBean & Company, Los Angeles, California.

Foreground (left to right): Marbleized cup and saucer, Sascha Brastoff Products, Inc., Los Angeles. Pink place mat, John Matouk & Co., New York. Franciscan Earthenware grape-colored plate, cup and saucer; "Mariposa" china dish; white china covered onion soup dish, all Gladding, McBean & Co., Los Angeles, Calif. Small luster pitcher, Josiah Wedgwood & Sons, Inc., New York. "El Patio" earthenware grape-colored plate and bowl, "Mariposa" china plates, cup and saucer, all Gladding, McBean & Co., Los Angeles. Blue linen tablecloth, John Matouk & Co., New York.

DISHES THAT SAVE YOU DISHES

CONTINUED FROM PAGE 76

he casseroles and matching nerware shown on pages 76 and can stand oven heat and still k distinguished on your table. y're from:

Page 76

nterclockwise: Edith Heath's a and Sand" casserole, cup and cer, covered soup bowl and te, N. S. Gustin Co., New York. Y. "Harker" ovenware casserole, plate and server, and rolling Wallace & Bowes, New York. nton" pots (baked porcelain on cast iron). Vaco Company, New York, N. Y. Place mat is a textile design by Geraldine Funk for the Puerto Rico Industrial Development Co., Puerto Rico.

Page 77

1. "Pink Ribbon" ovenware shown in four sizes of ramekins, one large casserole, covered soup bowl and large plate, Finland Ceramics & Glass Corp., New York, N. Y. Tablecloth and napkins, courtesy of the Pan American Shop, N. Y.

(*Continued on page* 97)



■ A few decades ago a well-stocked china closet boasted an imposing array of multi-pieced sets. Now a wise hostess has just as many dishes but they are more varied, more practical—like the small casserole and plates above that are made by the Iriquois China Co.



Coordinated products of "Great Names from Great Britain"
WHITEFRIARS GLASS IRISH LINEN

Have you been waiting years for NAPOLEON IVY? Now you need wait no longer. If your Wedgwood dealer has none in stock, have him write us or write yourself. Five piece place setting $7.67.

Send 10 cents for Folder N showing additional illustrations

When in London see Wedgwood's Festival of Britain Exhibition at 34 Wigmore St., W.1.

24 East 54th Street, New York 22, N. Y. ■ Made at Barlaston, England

For the sheer delight of fine Champagne

Cresta Blanca Wines — acclaimed at 16 International Wine Judgings ...consistently honored both at home and abroad



...serve Cresta Blanca's magnificent California Champagne, fragrant, medium dry, delicious. There's gay enchantment in each sparkling glass. Naturally fermented in the bottle, it's unsurpassed in clarity, flavor and bouquet. Is it any wonder experts judge it one of the world's great champagnes? Discriminating hosts agree, serve it proudly. Enjoy it soon, delight your guests.



CRESTA BLANCA

Consistent Winner of Major Wine Awards Since 1889

© Cresta Blanca Wine Company · Livermore, California

LOUNGES
ROCKS
RECLINES
INVEST IN *Comfort*



BUD COLLYER of Radio and Television fame relaxes in a BERK-LOCK

The BERK-LOCK 3 in 1 Chair

Here's real deep down luxury. Choose the position you like best for complete relaxation. At the mere flick of a finger BERK-LOCK allows you to lounge, lean back and recline, or rock to your utmost satisfaction. BERK-LOCK's quality gives you many many years of soothing service and wait until you see it . . . the beautiful styles and fabrics make it America's best value.

THE BERKLINE CORPORATION
MORRISTOWN, TENNESSEE

WRITE TODAY FOR DESCRIPTIVE LITERATURE

ROMANY TILES
ARE REAL TILES



All That You Hoped a Bathroom To Be—

Colorful, practical, easily cleaned walls of *real* clay tile. Yes, it's smart to have a ROMANY tiled bathroom. You never need make excuses to friends or yourself—because there is no *real* substitute for *real* clay tile. Finest homes and nicest families are identified by ROMANY tile. A lifetime investment at welcome cost.

Let us send you a free color folder suggesting selective tone harmonies and telling how readily you, too, can have ROMANY TILE installed in your present home.

UNITED STATES QUARRY TILE CO
Member: Tile Council of America
217-8 FOURTH ST., N. E.
CANTON 2, OHIO

BEST-SELLING COLORS, PATTERNS, TEXTU

CONTINUED FROM PAGE 48

In compiling the information for the story about America's favorite colors, patterns, and textures in home furnishings, HOUSE BEAUTIFUL's editors interviewed the following manufacturers of rugs, fabrics, wallpapers, paints, hard floor coverings, and tile:

Rugs

Bigelow-Sanford Carpet Co., Inc., New York, N. Y.
The Firth Carpet Company, New York, N. Y.
A. & M. Karagheusian, Inc., New York, N. Y.
Karastan Rug Mills, New York.
James Lees & Sons Company, Bridgeport, Pa.
Libertyville Textiles, Libertyville, Illinois.
Mohawk Carpet Mills, Inc., New York, N. Y.
Alexander Smith & Sons Carpet Co., Yonkers, N. Y.

Fabrics

Atkinson Wade & Co., New York.
Titus Blatter & Co., New York.
Charles Bloom, Inc., New York.
Burlington Mills Incorporated, New York, N. Y.
Celanese Corporation of America, New York, N. Y.
Cyrus Clark Co., Inc., New York.
Cohn Hall Marx Co., New York.
Colonial Drapery & Curtain Corp., New York, N. Y.
Everfast Fabrics, Inc., New York.
F. A. Foster, New York, N. Y.
Golding Decorative Fabrics, New York, N. Y.
Goodall Fabrics, Inc., New York.
Greeff Fabrics, Inc., New York.
Howard & Schaffer, New York.
Kandell, Inc., New York, N. Y.
Louisville Textiles, Inc., ville, Kentucky.
Moss Rose Manufacturing pany, Philadelphia, Pa.
Riverdale Manufacturing New York, N. Y.
Scalamandre Silks, New
Schulman-Abrash, Inc., York, N. Y.
F. Schumacher & Co., New
Textron Inc., New York, N

Wallpapers

Imperial Paper & Color Glens Falls, New York.
Jones & Erwin, New York,
Katzenbach & Warren, Inc Canaan, Conn.
F. Schumacher & Co., New
United Wallpaper, Inc., Cl Illinois.
The Warner Company, Cl

Paints

Colorizer Associates, Cl
De Voe & Reynolds, New
The Martin-Senour Co., Cl Illinois.
Pittsburgh Plate Glass Co. burgh 19, Pa.
The Sherwin-Williams Co. land. Ohio.

Linoleum

Armstrong Cork Co., Lan Pennsylvania.
Congoleum-Nairn, Inc., K New Jersey.
The Paraffine Companie (Pabco), San Francisco, Ca

Tile

The Cambridge Tile Mf Cincinnati, Ohio.
Gladding, McBean & C Angeles, Calif.
Mosaic Tile Co., Zanesvill

PURE WHITE CHINA

CONTINUED FROM PAGE 82

The graceful, simple lines of the china, shown on pages 82 and 83, make it the pet of both modernists and traditionalists. Here is the list of importers and manufacturers:

1. Arzberg porcelain plates, cup and saucer, pitcher, divided dish, and egg cup, Court Associates, New York, N. Y.

2. Coupe china covered dish, cream soup dish, and plate, Lenox, Inc., Trenton, New Jersey.

3. Teapot, pitcher, covere bowl and plate designed Zeisel for Castleton Chin New York, N. Y.

4. Cream and sugar bowl covered dish with handle, a sizes of plates designed by Wright for Richards Morge Co., New York, N. Y.

5. French Limoges teapot, cup and saucer, courtesy Mayhew Shop, New York, N

ISHES THAT SAVE YOU DISHES

CONTINUED FROM PAGE 95

Country Fare" large and small roles, cup and saucer, fish er and large plate, Carbone, Boston, Mass. Gold tablecloth brown napkin, Mosse, Inc., York, N. Y.

arge brown beanpot, pumpkin ed platters and beige casse- Jugtown Pottery, Steeds, Carolina. Brown tablecloth fringed napkin, Mosse, Inc., York, N. Y.

Epicure" rustic plate, cup and r, two ramekins, and two cas- es, Shenango Pottery Com- New York, N. Y. Plaid table- and napkins, Mosse, Inc.

Della-Ware" deep casserole, and pepper cellars, egg cup, and sauce dish with handle, r, Bruce & Co., Philadelphia, Tablecloth and napkin, Mosse, New York, N. Y.

lidden Pottery's "Egyptian" d casserole, covered soup plate and cup and saucer, bel & Co., New York, N. Y. ge tablecloth and napkin, e, Inc., New York, N. Y.

OU CAN'T HAVE MANY OF THESE

ONTINUED FROM PAGE 86

ose indispensable pieces of , shown on page 86, that are m part of your dinner set, will variety to every menu. They from the following sources:

to bottom: Castleton China, New York, N. Y. B. J. Brock , Inc., Lawndale, Calif. Two "Bamboo" Winfield China, ican Ceramics Products, Santa a, Calif. Herman C. Kupper, York, N. Y. Josiah Wedgwood ns, Inc., New York, N. Y. use China made by Onondaga y Co., Syracuse, New York. iscan China made by Glad- McBean & Co., Los Angeles, Russel Wright design for rds, Morgenthau & Co., N. Y. C.



New Healthful Glassheat brings sun's warm rays into your home

● CLEAN ● SAFE ● ECONOMICAL

Continental Glassheat, the country's newest and most efficient heating system was originally designed to meet the rigid military specifications of the French "Maginot Line." Since then it has been adapted for and installed in homes, hospitals, offices and every type of building throughout the United States and 17 foreign countries.



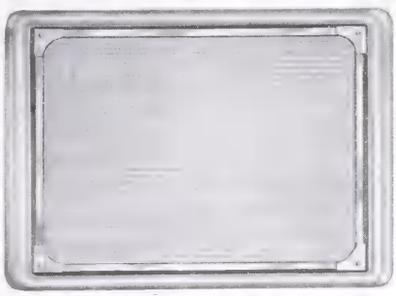
Continental Glassheat was installed in this Darien, Conn. home with thermostatic controls in each room in less than 48 hours.

Inexpensive to Install and Operate

As in this lovely type ranch house in Darien, Connecticut, home owners and architects have found Continental Glassheat to be inexpensive to install, yet cleaner and healthier than any other type of heating system yet devised. Glassheat panels can be wired into your home as easily as your lighting system. It can be operated and controlled like your electric light with a thermostat installed in each room. It can be used to heat your entire house, or as an auxiliary heating unit to warm a cold room.

The humidity range is healthier than with any other type of heat, and its safety features make it ideal for children's rooms. Common colds are unknown with this system.

Works Perfectly in All Areas Above or Below Zero!



This is a typical glassheat panel. It lends itself to a variety of decorative plans and can be either installed flush or recessed into the wall.

Write for literature and the name of distributor near your home

Glassheat BY
CONTINENTAL RADIANT GLASS HEAT CORPORATION
1 East 35th Street
New York, N.Y. ▪ MUrray Hill 3-1844

THE NEW WAY TO USE CHINA

CONTINUED FROM PAGE 75

Page 73

White china bowl with old steel pen drawing of eagle (artist unknown), made by Castleton China, Inc., New York, N. Y.

The tableware, illustrated on pages 74-75, shows you how to avoid the monotony of a meal served from one set of china. These plates are from the following manufacturers:

Page 74

Lower right, clockwise: Plate with parsley-leaves pattern and plain green plate, The Salem China Co., Salem, Ohio. Two sizes "Plaid" from Vernon Kilns, Los Angeles, Calif. Blue Ridge "Gooseberry" plate, Southern Potteries, Inc., Erwin, Tennessee.

Page 75

Upper grouping, clockwise: Small "Thistle" pattern dish of Stangl Pottery, Fulper Pottery Co., Trenton, N. J. Large "California Heritage" plate, Vernon Kilns, Los Angeles, Calif. Medium-size pottery plate, Southern Potteries, Inc., Erwin, Tennessee. Dinner plate is Stangl's "Thistle," Fulper Pottery Co., Trenton, New Jersey.

Center grouping, clockwise: "Rosepath" plate, cup and saucer, Edwin & Knowles, New York, N. Y. Plain pottery plate, Herman C. Kupper, New York, N. Y. Bavarian china plate "Empress," Ebeling & Reuss, Inc., New York, N. Y. "Cretan" china plate, Lenox, Inc., Trenton, New Jersey.

Lower grouping, clockwise: "Cascade" china plate, Lenox, Inc., Trenton, N. J. Three sizes "Oats" Winfield China, American Ceramics Products, Santa Monica, Calif. Two Paden City plates designed by Russell Wright, Justin Tharaud & Son, Inc., New York, N. Y.





You recognize her instantly . . . the woman whose taste is inherited . . . whose sense of beauty is poised and sure. She enjoyed the happy privilege of learning early the little amenities that smooth the social pathway. And she's careful to give her daughters the same training.

Dinner is a rite in her home . . . the table beautifully arranged even for the simplest family meal. Of course, there are always candles—tall, graceful Taperlites to shed their flattering glow on crystal and silver. Beauty that is reflected in the easy grace of her children's manners.

Be Sure You Get

Taperlite*

Buy Taperlites by the dozen at your favorite store . . . packed in convenient pairs in the distinctive new "Two-Pack"!



Look for the exclusive Taperlite FIRM-FIT end. Easy to place; holds the candle proudly upright.

Choose from lovely Taperlite colors to match your gown, the pattern of your china, the color of your centerpiece or the major decorative accent in the room.

* Reg. U. S. Pat. Off.

WILL & BAUMER
CANDLE CO., Inc., Syracuse, N. Y.
Leading Candle Craftsmen for nearly 100 years



"The Greeks had a word for him"

writes André Maurois about Ferruccio Tagliavini

"The Greeks had a word for this man Tagliavini. It was *lyra* . . . He will be classified in the historical textbooks as a great *lyric* tenor. Those musical historians, who may never have heard him, will not know how right they are. For by 'lyric tenor' they will simply mean a voice with a clear, melodious line. But to the Greeks, the word 'lyric' meant the very soul of music . . . And Tagliavini is definitely just that—the very soul of music."—*André Maurois*

Have you heard Ferruccio Tagliavini sing
VERDI: PARMI VEDER LA LAGRIMA
MEYERBEER: O PARADISO
DONIZETTI: UNA FURTIVA LAGRIMA

We have put together in a little book, titled "Words and Music," photographs of the world's greatest artists, together with word sketches by 36 famous authors. If you'd like a copy, write RCA Victor, Record Department 208, Camden, N. J.

LIGHTS OUT?

STEP TO THE CUTLER-HAMMER MULTI-BREAKER AND . . .



LIGHTS ON!

Why tolerate the blown fuse nuisance any longer? Why hunt fuses in the dark . . . or break off in the midst of preparing a meal to go to the store for the new fuses you forgot to buy? Why stumble down dark cellar stairs and fumble in the old fuse-box wondering what to do? The Cutler-Hammer Multi-Breaker ends this annoyance forever. It is installed in the kitchen or any other convenient place. And when service goes off, all you do is reset a tiny lever that has snapped out of position. Nothing to buy . . . nothing to replace! Service is restored in the twinkling of an eye . . . even by a child! The average new home can have this modern and safe protection for less than $8.00 additional. Also easily installed in old homes. What are *all* the facts? Write today for our free booklet "Goodbye to Fuses". CUTLER-HAMMER, Inc., *Pioneer Electrical Manufacturers*, 1398 St. Paul Ave., Milwaukee 1, Wisconsin.

CUTLER-HAMMER MULTI-BREAKER C-H

FREE BOOKLET: Tells facts about new, better home electrical protection. Write TODAY for your copy.

For that Famous Flavour in Rum drinks



always say make mine

MYERS

THE TRADITIONAL DARK JAMAICA RUM

RIGHT BODIED . . .

Not too heavy . . . Not too light

"Planters' Punch" Brand = 97 Proof

Write for Free Recipe Book

R. U. DELAPENHA & CO., INC.

Sole U. S. Agent • 60 Laight St., N. Y., N. Y.

THE WALTZ

CONTINUED FROM PAGE 29

there appeared a book entitled *Proof that the Waltz Is a Chief Source of the Debility of Body and Spirit of Our Generation. Most Urgently Recommended to the Sons and Daughters of Germany.* The famous Dr. Charles Burney, English musical historian, asserted that he "could not help reflecting how uneasy an English mother would be to see her daughter so familiarly treated, and still more to witness the obliging manner in which the freedom is returned by the female."

Byron penned an eloquent diatribe against the waltz, and spoke of its "lawless contact warm." At that, the early waltzes were decorous dances. They were followed by a freer form, the Viennese waltz (or "gallop-waltz"), a spinning, rapid dance which turned out to be too rapid for comfort.

IN THE early part of the Nineteenth Century, one Josef Lanner, the son of a glovemaker and an untrained musician, developed a new type of waltz, a genial compromise, faster than the old type, more moderate than the whirling species. Lanner formed an orchestra of two violins and a guitar and presented waltzes of his own composition in the coffee houses of Vienna. He was soon joined by a viola player named Johann Strauss (father of the famous Johann Strauss). The orchestra was enlarged and the band played in the Viennese Prater in the open air. Then disagreements arose between Lanner and Strauss, and Strauss went into business for himself. Lanner commemorated the split-up of the partnership with one of his best-known waltzes, *The Separation Waltz*. Vienna now had not one, but two famous dispensers of the new dance, and the vogue was fairly started.

A visitor to Vienna described Johann Strauss as "the modern hero of Austria. The father shows him to his child, the Viennese lady shows him to her foreign lover . . ." But the father's fame, great as it was, paled before the fame of the son, Johann Strauss the younger. He was—and is—"The Waltz King," the man who was paid $100,000 to come to Boston and conduct his *Blue Danube* with an orchestra and chorus of 20,000, the man who wrote 500 compositions (not all waltzes, to be sure; he was equally adept at polkas, quadrilles, and marches), many of which have but scant musical value but the best of which firmly fixed in the register of mortality.

These best include *Tales the Vienna Woods; Wine, W and Song; Voices of Spring; tists' Life; The Acceleration W* and the charming but not so popular *Morning Papers W* It is curious, by the way, t member that the *Blue Da Waltz* was originally a failure, haps because it was first perfo at a concert during sad times mediately after Austria had fered a major military d Strauss did not care much. failure of one of many did trouble him. Yet he liked his position, and later, when he sent to Paris for the Internat Exposition as the most illust representative of whom A could boast, he revived the *Danube*. It was an immediate cess in Paris, then turned Am waltz-crazy, and has rem probably the most popular s composition of the world.

After Strauss, the waltz en the domain of romantic mus now became truly "highb Wagner used it in *Die Me singer;* Tchaikovsky wrote *Waltz of the Flowers* for his *cracker Suite;* waltzes turn many of Brahms' works; and pin wrote a set of waltzes, of them of a melancholy hu which Schumann said that countesses ought to dance to Berlioz was one of the first troduce a waltz movement int symphony, his *Fantastic Symp* Even in a philosophic tone *Thus Spake Zarathustra* by Ri Strauss, a waltz occurs, thoug one is rather clumsy and tentious.

RICHARD STRAUSS made use of the waltz—in fact th use in the field of opera—in his terpiece. *Der Rosenkavalier.* waltz has even served to ex the bitterness and disillusio that came over the world aft first war. I refer to Ravel *Valse*, a brilliant composition might be likened to the early ings of Hemingway. In waltzes are everywhere.

Yet when we say "the w when we think of it by itse immediately go back to the to Johann Strauss. All of his is stamped by the imprint of quarter time. He filled ever of his operettas (he wrote them) brimful with these p

bits. His finest operetta. *Die dermaus* (*The Bat*), also ons the finest of these non-ded waltzes. *Die Fledermaus* ogether is a joy, so great a joy t it has been able to brush ay the usual dust that time ops on all operettas. In one adapion or another, *Die Fledermaus* ns up anew in almost every gention.

Now that the Metropolitan Op- has revived it, the recording npanies have rushed to supply with fresh versions of *Die Fledermaus*. Columbia, at the time of writing this, plans a complete recording of the opera with Dorothy Kirsten and Richard Tucker; Victor, a highlight version conducted by Fritz Reiner, who will also conduct many of the Metropolitan performances. Both of these versions use an English text. In addition, London Decca is importing a complete German version made in Vienna.

A triple choice of daffodil music, the kind of music of which there can be no surfeit!

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 32

advantages of winter without ing out altogether on its advanes. For example, here are ski ts either adjacent to or en route typical winter resort country:

ıte Fe Basin—17 miles from the ıza in Santa Fe, New Mexico, 700 feet. Offers a variety of wide-n, forest-protected slopes, from se you take nearly straight for ost speed to the gentler slope table for more meditative skiing. ent improvements at this comatively new ski spot include a ible chair lift—one-half mile,) feet. Also a lodge for rest and food, a reliable ski school, a shop, an ice rink, and a begin-'s slope serviced by rope tow. commodations: the Bishop's lge and Rancho del Monte out Santa Fe cater to skiers, as well Santa Fe's in town hotels.

ıaw Lake, Lake Tahoe, Calinia, 33 miles out of Reno, Nela, by no-chain highway. Newest several such spots in the mountı loop ringing this 6,200 feet h, bright-light resort. Slopes for ry type of skier, one of the ·ld's more spectacular double-ir lifts—2,000 feet in 18 min-s, almost to the peak of Squaw ık—with two part-way stations give less experienced skiers ac-s to easier slopes. Also two rope s, one lighted for night skiing. 0-meter jumping hill, an Emile ais Ski School, and a handsome ge with lounging terraces, fire-ces, a restaurant, and a first-aid m. Accommodations: Tahoe ern on nearby Lake Tahoe, or the Alpine Village at the foot the lift, where you can sleep in ormitory or in an elegant suite.

Madera—in the Sandia Mountıs 25 miles out of Albuquerque, w Mexico, 8,000 feet. Excellent n slopes plus many miles of trail. Constam T-Bar tow, ice rink, beginner trails, full-time certified instructors, and a lodge with ski shop, restaurant, and bunkhouses (bring your own blankets). Many stay at the Hilton, Alvarado, Franciscan, or El Jardin Lodge in Albuquerque.

Arizona Snow Bowl—in the San Francisco peaks 14½ miles north of Flagstaff, 9,500 feet. Novice-to-expert slopes, three tows working in tandem to provide a total lift of 1,500 feet, instruction as needed, and a large and handsome peeled log hut providing a ski shop, lunch counter, and two fireplace-heated lounges. Accommodations at the Ski and Spur Ranch just below, dormitories to suites. A ranch car will meet guests using the flight service from Phoenix, 200 miles away, and all-expense Snow Bowl air specials from Phoenix are a probability this winter.

Combination

If you can't make up your mind between California and Mexico, American Airlines offers the solution in its CalMex Air Tour, on which, in only 14 days, you get the high spots at least of both. One of the better features of the tour is a certain flexibility, which permits you to spend more time in California and less in Mexico or vice versa, or all your time in either, with rates that vary accordingly. Should you, however, choose a fairly standard tour, including a stay at the Hollywood-Roosevelt in Los Angeles, the Del Prado in Mexico City, the Hotel de Las Americas in Acapulco, and the Santa Priscus in Taxco, your trip, including motor trips and guided tours, will cost you $395 from Chicago, and $491 from New York, plus federal tax.

(*Continued on next page*)

Have YOU secured YOUR BRITISH Travel Requirements?

If not, *don't delay*. Everyone of these British Railways services may be arranged *here, before you leave*. Convenient and economical!

- **RAIL** tickets and reservations. *Be sure to purchase* **MILEAGE COUPONS,** *at savings up to 32%,* for go-as-you-please travel (Coupons NOT obtainable in the British Isles).
- Delightful **SIGHTSEEING TRIPS** and **TOURS** by rail, motor coach, steamer.
- **CHANNEL STEAMER SERVICES**—direct links between Britain and Ireland, Britain and the Continent. Cabin reservations made here.
- **RESERVATIONS** at 47 outstanding **HOTELS** operated by the Hotels Executive, British Transport, may be made *before you leave.*

Typical of **DEVALUATION SAVINGS**—
A complete dining car meal for only 70 cents!

CONSULT YOUR TRAVEL AGENT or any office shown below

- **NEW YORK 20, N. Y., 9 Rockefeller Pl.**
- **CHICAGO 3, Ill., 39 South La Salle St.**
- **LOS ANGELES 14, Cal., 510 W. 6 St.**
- **TORONTO, Ont., 69 Yonge St.**

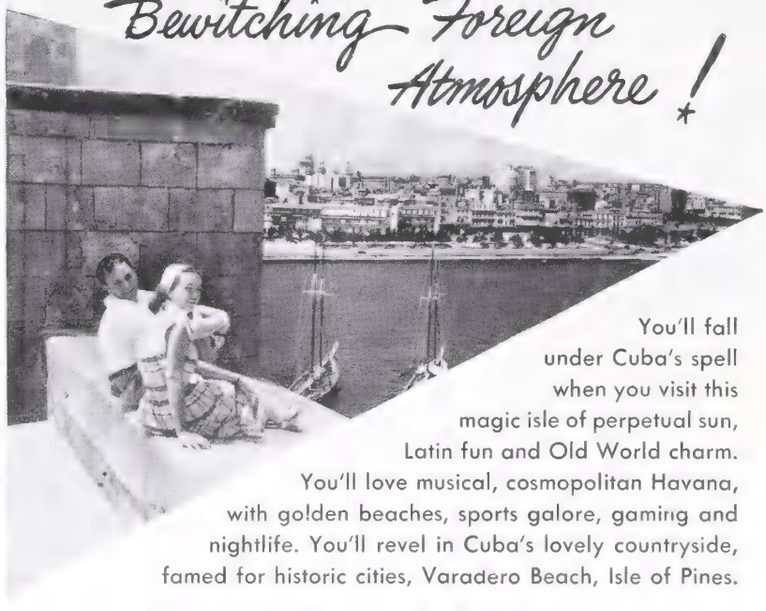
For illustrated literature, write Dept. 🇬🇧 at any address shown above.

1951—FESTIVAL OF BRITAIN YEAR

BRITISH RAILWAYS



LET
CUBA
ENCHANT YOU WITH
Bewitching Foreign Atmosphere!



You'll fall under Cuba's spell when you visit this magic isle of perpetual sun, Latin fun and Old World charm. You'll love musical, cosmopolitan Havana, with golden beaches, sports galore, gaming and nightlife. You'll revel in Cuba's lovely countryside, famed for historic cities, Varadero Beach, Isle of Pines.

ONLY 90 MILES from the U. S.—EASILY REACHED by air or sea. NO PASSPORTS needed by U. S. citizens—Av. winter temp.: 73°.

Full information from Travel Agents or
CUBAN TOURIST COMMISSION
Havana: P. O. Box 1609
New York: 122 East 42nd Street ▪ Miami: 336 East Flagler Street

Enjoy WINTER...
Welcome SPRING...
in Italy



perennial source of man's highest inspiration!



For refreshment of mind and spirit . . . turn to Italy . . . where winter offers holiday pleasures for every mood and taste . . . where spring comes in with a singing beauty that has inspired mankind for generations. Whether you prefer snow sports or sun-bathing . . . whether you prefer sightseeing or shopping . . . know the land that has made winter visitors welcome for centuries. The best in facilities at reasonable prices.

Consult your Travel Agent today and take advantage of the low trans-Atlantic "Thrift Season" rates now in effect.

ITALIAN STATE TOURIST OFFICE
E. N. I. T.
21 East 51st Street, New York 22, N. Y.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

Golftown, U.S.A.

You don't visit Pinehurst. You live there, if only for a week end. It was built specifically as a resort and nothing more, and has triumphantly remained so. But one of the nicest things about this old, old-New Englandish town in the mild, piny sandhills of North Carolina is that it is a resort in which a common interest binds all together—year-round residents, all-season guests, even those on a quick away-from-it-all. That interest, of course, is the enjoyment of the clear mild climate, the pleasant scenery—and golf. There are other things to do, tennis, skeet shooting, bowling on the green. Pinehurst was originally dedicated, in fact, to riding, and still offers 100 miles of superb bridle path, but it was soon discovered that the sandy soil that is so pleasant under horses' hooves, also dries with extraordinary speed after rain, thus providing a golf course that need scarcely ever be out of use. Today the handsome Pinehurst Country Club has three 18-hole golf courses, each famous in its own right, and will open a new nine-hole course in mid February, providing extensive facilities for golf practice and instruction. And the goings-on at Pinehurst, which gather momentum throughout January and February for the peak months of March and April, although they include field trials, races, skeet shoots and such, are predominantly a listing of some of the country's older and more fabulous golfing events. Pinehurst even dresses for its favorite pastime, tweeds and American golfer dresses being acceptable any time, anywhere, even on evening occasions when most of the women wear long skirts. To participate, although Pinehurst Country Club is a private club, the required membership introduction is not difficult to achieve, especially if you are a guest at a Pinehurst hotel. Hotel guests also are welcome at other goings-on in the Village, as well as at the musicales, lectures, and the like put on by the Pinehurst Forum. Contact the Carolina, Pinehurst's largest and most luxurious, rates from $11 to $14 single, depending on the season, and $22 to $28 double; or the Holly Inn, only slightly less so at $9 to $11 single and $18 to $22 double, through Pinehurst, Inc., 1 Dogwood Road. Write to these individually: The Manor, rates as at Holly Inn; the Pine Crest or th Berkshire, both with rates from $



Bienvenue!

Yes indeed you will be welcome in La Province de Québec—your nearest neighbor to the north—only a few hours by auto, rail, bus or plane. Just the place for a winter vacation that is different.

LA PROVINCE DE Québec

To help plan your winter trip, write for free maps and booklets to: Provincial Publicity Bureau, Parliament Buildings, Québec City, Canada; or 48 Rockefeller Plaza, New York 20.



See Orange County
Florida's Garden Wonderland

You'll enjoy finest facilities for fun and outdoor recreation—world famous fishing. You'll see bountiful orange groves and exotic tropical scenery. And you'll enjoy the cool restful beauty of the heart of Florida—all year 'round.

It's the perfect spot for your home—plenty of homes and homesites. Excellent schools, churches and business opportunities —so come to Orange County.

Dept. C
Orange County Chamber of Commerce
County Court House
Orlando, Florida

WRITE FOR FREE GAY COLOR LITERATURE

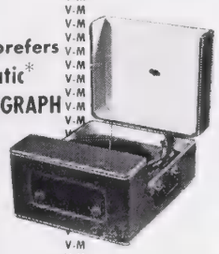
Look, Pop, a porpoise!

A major must as you drive in Florida on the Ocean Shore Boul vard—Florida State A-1-A south St. Augustine—is the big show g ing on daily at the Marine Studi at Marineland. Not that you ca easily overlook it. Marineland both widely advertised and co spicuous on the highway. But mo than some thus touted, it reward its visitors extremely well. For th kids, of course, this vast collectio of marine monsters, big and littl in a quite reasonable facsimile their native habitat is valuable ed cation deliciously sugar coate And what grown-up with soul dead he will not enjoy comparin the facial expressions with whi the snooty shark, the worried tu tle, the jocund porpoise swi around and around their brit tank with the similar faces lookin in on them through the studio's 2 conveniently placed portholes! Th main performance takes pla twice daily at feeding time, wh a man in a diving suit invades t deep to dispense nourishment close range, and another entic the porpoises to leap high for the fish dinner from a platform abov And if the spectacle leaves yo too, hungry, you'll enjoy the l buffet with a sea view served at t Dolphin Restaurant. Or you m even find the Marine Village Mot Court just across the highway solution for overnight.

Arizona sights

Typical of the prideful hospit ity which seems to many one of t West's greater charms is the Ph nix, Arizona, Don's Club. Some local businessmen banded togeth for no other reason than to ma sure the visitor sees, enjoys, a learns to love the special wonde of their wondrous land. That th do so in caballero costume is aga typical, for certain it is that t gold-encrusted black velvet boler red sashes and wide sombreros which they act as guides add flav and drama, both for you and them. Thus garbed, the Phoen Dons are conducting again th year their series of Sunday trav cades, on which you furnish tra portation—your own car or a l ticket—and your own lunch, a they the atmosphere and the sigh The only travelcade on which y must make reservations is the Do biggest and most spectacular—t annual excursion into the Sup stition Mountains in search of t

st everyone prefers
V-M tri-o-matic*
RTABLE PHONOGRAPH



tomatic record se-
tion all speeds, all
es) • automatic shut-
• protects records
simple to operate •
perb tone • hand-
Leatherette case
Demonstration? Ask
ur radio-record dealer!

"phono" in most top-brand radio-phono combinations

SAVE MONEY! ON WOOL RUG MATERIAL LOW FACTORY PRICES

55c PER LB. 25 pounds or over. 65c. less than 25 pounds

made from our wool look richer, longer. Secret is 100% wool reclaimed from used refinished Baker's felt. 10 glorious colors finest quality. Only 10c pound to cut in strips 1½ inch wide. 1", ¾", or State colors. Shipped C.O.D. if desired. Satisfaction guaranteed.

ECIAL KIT FOR BEGINNERS: $1.98
ugh wool to make small rug, purses, or seat . Complete with Rug Braiders, Instruction al of beautiful designs, Rug lacers . . . only 8. Satisfaction guaranteed or money back.

OOMFIELD WOOLEN COMPANY
Dept. 24-A, Bloomfield, Indiana

Yours for a lifetime of beauty
Priscilla Turner HOOKED RUGS
Insist on the rug with the label signed by its creator, guaranteeing finest 100% clean, long-fiber virgin wool.

EXTRA MONEY FOR YOU!
Sell Friendship Greeting Cards to Friends—Easy way to get extra income in your spare time. Lovely new 21-card Assortment for Birthdays, other occasions sell on sight. You make up to 100% profit. Super Value $1 pays you up to 55c. Many other fast sellers. Increase your earnings. EXTRA CASH BONUS. Samples on APPROVAL. Imprint Samples FREE. Write!
FRIENDSHIP STUDIOS, INC.
Adams St. Elmira, N. Y.

WATCHES WANTED!
ANY CONDITION. Highest cash prices paid promptly. Also broken jewelry, spectacles, dental gold, diamonds, etc. Send articles today. Satisfaction guaranteed.
LOWE'S
Dept. HB
Holland Bldg.
St. Louis 1, Mo.

FREE SADDLE HORSE OWNERS
★ Why pay fancy prices for saddlery? Write for *free* Catalog that has saved real money for thousands of horsemen. Describes over 400 popular items of English and American "tack." I ship saddlery on approval. "little joe" WIESENFELD Dept. 18, Baltimore 1, Md.

STAMPED LINENS at ½ PRICE
FREE PAGE CATALOG
You pay only ½ Resale Prices printed in our catalog. Make money selling, save money buying for your own use. Buy direct from manufacturer: Seamless Tubing Pillow Cases and Bolster Cases, Show Sheets, Scarfs, Vanity Sets, Bedspreads, Luncheon Sets, Banquet Cloths, Show Towels, Fancy Aprons, Infants' Furnishings, etc. Complete embroidering instructions FREE. It's easy.
EMBROIDERY ART EMBROIDERY CO.
Dept. 538 22 West 21st St., New York 10, N. Y.

Lost Dutchman's Mine, this year on March 4. This trek is the occasion for overnight pack trips, hikes, a full day's program with miners' box lunches, etc. The tickets are limited to 1,500. Other travelcade dates to keep in mind: January 7—Trek to Tucson; 14—to Wickenburg, the Wickenburg Rodeo; 21—along the Apache Trail; 28—to Ajo; February 4—Wickenburg again. Gold Rush Days; 11—to Williams Field; and March 18—to the San Carlos Indian Reservation.

Cruise Caribbean

It will be a busy time on the Caribbean the next few months. For, in addition to the many attractive cruises plying its lovely waters regularly all year, an unusual number of trans-Atlantic steamship companies are taking advantage of off-season trans-Atlantic to turn some of their choicest vessels over to Caribbean cruising. These, among others, provide an unusually glamorous way to see this glamorous area: The new *Oslofjord*, preliminary to her gala 54-day Mediterranean cruise February 7, will depart January 19 for a 17-day swing via Nassau, Havana, Kingston, Curacao, La Guaira, San Juan, St. Thomas. The recently reconditioned "Empress of Scotland" is scheduled for five 14-day cruises with a full day each at Kingston, La Guaira, Havana, Curacao, and Cristobal, departures January 19, February 4 and 20, March 2 and 24, one class, from $350. "The Mauretania" will make four Sunshine Cruises, January 18, 13 days, from $355; February 3 and 24, 18 days, $495; and March 17, 14 days, $385.

"The De Grasse" starts a program of three 13-day cruises January 27, San Juan, La Guaira, Curacao, Kingston, from $285 plus tax. Other departures, February 10, February 24.

"The Nieuw Amsterdam" will go into the Caribbean January 19—15 days, from $415; February 6—18 days, from $495; February 27—15 days, from $415; and March 16—12 days, from $330.

"The Veendam" will make ten-and-a-half-day cruises to Havana and Nassau February 2 and 15, from $195.

"The Europa" is scheduled for two nine-day cruises, January 22 and March 19, Nassau and Haiti, $171 up; and four twelve-day cruises, February 2 and 16, March 2 and 30, Nassau, Haiti, and Jamaica, $228 up.

THE AMERICAN STYLE—WHAT DELAYED IT?

CONTINUED FROM PAGE 72

Why, especially when one considers the traditional hard-headed practicality of the Yankee?

There was little of the phony about the American colonial or he wouldn't have been an American colonial in the first place. He lived close to fundamentals and it probably never occurred to him to play-act a role or to make his house appear to be something else than a comfortable dwelling place. He was not establishing an American Style in architecture, furniture, or anything else.

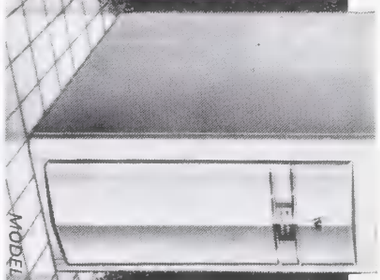
The American colonial adapted from houses he knew in Europe, Georgian, English, Dutch, or what-not, making any changes he could think of to conform better with pioneer conditions. His house, in its various forms, was a compromise to meet the extremes of New World climate and should not be judged by mid-twentieth-century standards. The sleeping quarters, particularly, were breathlessly hot in summer and colder than the barn in winter. At all times the colonial house was deficient in lighting, ventilation, and convenience for the housewife. But it had the merit of working as well as could be expected since it took full advantage of the best knowledge of the day for comfort and utility. The colonial did not try to be quaint.

But along came the Nineteenth Century and the colonial, as such, ceased to exist. His place was taken, on the western plains, by the pioneer. But in the East and South a century and more of colonial labors had produced for citizens of the young republic a degree of ease that made them vulnerable. They began to fall prey to a number of influences which one after another delayed the maturing of a native culture. These were the stop-lights that slowed down the development of the American Style.

First came Romanticism. The American colonial was not a romantic. Even in the South he wasn't. It remained for the novels of Sir Walter Scott, particularly, and of James Fenimore Cooper and of their followers of the early Nineteenth Century to put silly notions into the heads of Americans. But once the romantic bug had bitten him it was fairly easy

(*Continued on next page*)

Rugged, Beautiful! More Economical!...
COMPLETE HEATING UNITS



MODEL 70

WILLIAMS OIL-O-MATIC HEATING
warm air (winter air conditioning)
hot water, steam...
for homes of all sizes

THE REVOLUTIONARY NEW MODEL Fifty-Ten
also available for use in your present furnace or boiler
LOW PRESSURE (Only 1 to 2 lbs. atomizing pressure) with EXCLUSIVE SEALED THRIFT UNIT



CALL YOUR OIL-O-MATIC DEALER
(He's listed in the classified phone book under "Oil Burners")

MAIL COUPON TODAY

FREE! ALL OF THE FACTS! HOW TO BUY AN OIL BURNER!
WILLIAMS OIL-O-MATIC DIV.
EUREKA WILLIAMS CORP.
BLOOMINGTON, ILL.
Please send me the Booklet "There is a BIG Difference in Oil Burners."
Name
Address
City State
WILL BE SENT BY MAIL—NO OBLIGATION HB-1

WOODEN FENCES & GATES



WOVEN PICKET FENCE
Half-round saplings, 2 types. Woven Cleft with 1/4" between pickets. Our special Close Type has pickets with sawed edges butted tight together; assuring absolute privacy. We also import genuine French picket fence.



POST AND RAIL FENCE
A strong, beautiful, long-lasting all-purpose fence. Made of finest selected, hand-split chestnut-timber. Available in the 2, 3 or 4 rail types. As with all Rusticraft Fences, matching gates of many widths available.



ENGLISH HURDLE FENCE
Ideal for property lines. Gives protection from trespassing. Two heights 3 ft. and 3 ft. 8 in. Closely spaced lower rails protect shrubs, keep dogs off or within property. Shipped in 8 foot sections, ready to erect.



"E-Z-OPN" HORSEBACK GATE
With the new, improved solid-bronze "Hi-Handle" you can open gate while sitting erect and solidly mounted. Gate closes and locks automatically with slight push from either side. In widths from 4 to 12 ft.

WE ARE THE ONLY FENCE COMPANY IMPORTING FRENCH WOVEN PICKET FENCE DIRECT FROM FRANCE

Write today for Illustrated Booklet and Prices.

Rusticraft FENCE CO.

DAVID TENDLER • Est. 1918 6 KING RD., MALVERN, PA.



Orlyt GREENHOUSE
THIS MODEL $395

Enjoy fresh flowers all year 'round. . . . Have seedlings by the thousands to set out this spring. It's easy with Orlyt. Sections go together with bolts and screws. Simple to put up anywhere any time. $395 buys the 10 by 11 ft. Orlyt shown ready to go on your foundation. Others, including lean-tos, from $175. Automatic heat and ventilation available. Convenient terms. Ask for Free Booklet No. 98. **Present Low Prices Effective Until Feb. 1st**

LORD & BURNHAM
IRVINGTON, N. Y. • DES PLAINES ILL.

More than
5,000,000
4 CYCLE
BRIGGS & STRATTON
GASOLINE ENGINES



the world's most widely used single-cylinder gasoline engines

BRIGGS & STRATTON CORP., Milwaukee 1, Wis., U. S. A.



TRUE "PERIMETER" HEATING
The leading hot water baseboard heating. Proved in more than 12,000 installations. Install in new homes or old. Folder on request to Dept. HB-1, Warren Webster and Company, Camden 5, N. J.

Webster
BASEBOARD HEATING

LEARN THE BRANDS!
The manufacturers' brand names in the advertisements in HOUSE BEAUTIFUL are the quickest, most accurate way of naming the exact products you like.

WRITE NOW FOR **GOVE'S** *Gladiolus Book*



80 Pages— Beautiful Pictures

I believe my catalog is the best, largest, most up-to-date book published on Glad Culture.

I list 450 leading varieties—including this year's top introductions, old and new favorites and the best from the WORLD'S leading hybridizers. Many special collections of wonderful value. You'll like the 12 Groupings—earliest, tallest, most beautiful, fragrant, miniatures, giants, etc. Write today for this big GOVE GLAD BOOK sent anywhere free or stamps.



CHAMPLAIN VIEW GARDENS
Elmer Gove Box B-1 Burlington, Vt.

THE AMERICAN STYLE—WHAT DELAYED IT

CONTINUED FROM PRECEDING PAGE

for any bumpkin, who held possession of a few hundred acres and owned slaves or employed hired help, to strut around under the impression that he was a feudal lord of so-called gentle birth and blue blood. In those circumstances his house ceased to be primarily a home. No matter if it contained only seven or eight rooms, it had to pretend to be a castle or chateau, or at the very least a manor house.

Of course the thirteenth-century castle or manor house actually was extremely functional, its first purpose being that of defense. No doubt there really was more comfort to be found in the thatched hut of a villein or cotter than in the great house itself. But, if the nineteenth-century American ever thought of that little item, it still seemed more important for him to show off than to be practical about his home and furnishings. To build a purely functional residence to meet conditions of his time would mark him, he feared, as a common fellow with none of the finer sensibilities.

The next stop-light was Culture (as distinguished from culture). Our educators abetted absurdity with a self-perpetuating worship of outworn creeds, dead customs, and tongues. We had attained political independence but our intellectuals, always the most timid of men, dared not sever the cultural silver cord which bound us to Europe. Any early nineteenth-century architect bold enough or original enough to break away from tradition was committing professional suicide. In the construction of public buildings they contented themselves with copies (mostly bad copies) of English Gothic and classic. That meant columns—Doric, Ionic, Corinthian, and mixed—and domes.

Presently, however, we fell love with the glamour of Fran Any native American architect w ambition had to be a graduate the Ecole des Beaux Arts, even he had to beg, borrow, or st the money. And what the Ecole Beaux Arts did to the face America was something!

I don't know how they did because the average Frenchman such an ingrained love of gau ness that if you hang him with gold tasseled silken rope he'll happy. With the French, that c genital Latin love of elega reaches its apotheosis, and his i of elegance is a room filled to o flowing with gilt-framed mirr crystal chandeliers, red plush, a million nasty little figurines Frenchman seems to abhor simp ity just as nature abhors vacuum.

LET a Frenchman be confron by any sort of vacant space a where and he's in an itch until can fill it with a rosette or reasonable facsimile such as a p pon. The French Navy even ta them on top of its sailors' ca The Frenchman delights in plas ing salient points of his furnit with rosettes and attendant foli and apparently considers it aesthetic experience to have ten parts of his anatomy gouged such alleged beauty. Sitting hours in an elegant French ch could, I suppose, account for s of the curious philosophical c cepts Frenchmen develop.

By the middle of the Ninetee Century when aspiring Ameri architects were flocking to Pa the architectural department of Ecole des Beaux Arts had touched off a gaudy orgy of i

(*Continued on page* 110)



No. 4936 Duncan Phyfe one of 100 Period Patterns

for an inspiring change of sce
for relief from frigid functionalis
. . . add the flair of authen

TELL CITY CHAIR

provocatively pretty as occasiona
lavishly lovely in dining grou
. . . always superior in qual
but never high-hat in pri

CHAIRMAKERS SINCE 1865

at all better stores

WRITE FOR FREE "Guide to Good Cha detailing Tell City quality construct Enclose 25c for extra decorator b

TELL CITY CHAIR C
Dept. 1 • TELL CITY, IN



■ Every man dreams of having a garden work center like this one (right in a busy city neighborhood). It has a greenhouse for tender plants, a lath house for varieties that need protection from sun and wind, a storage shed. Surface is paved for easy maintenance.

A work center completes your garden

FLOYD MICK, LANDSCAPE ARCHITECT



■ Covered bins protect your soil from rain, snow, and blowing away. This neat storage also keeps you from tracking soil into the house. The Lord and Burnham *Orlyt* greenhouse is perfect for starting seedlings and ideal for the man who likes to grow tender plants.

PHOTOGRAPHS BY MAYNARD PARKER



■ Garden storage house provides a special place for flower pots (no more tripping over them and breaking them), empty seed flats, wooden tubs, and planters. Baffle fence lets in the breeze—keeps you cool when you are doing hot, heavy potting and transplanting work.

GERMAIN'S SENSATIONAL

ALL AMERICA ROSE WINNERS

Retain Their Crown in 1951!

AARS

FOR THE FIRST TIME IN 10 YEARS—All America Winners of 1950 retain Rosedom's highest distinction a second year. No varieties entered in the '51 trials were considered equal to the high standards attained in 1950. Thus Germain's two top Hybrid Tea Rose Winners—"Mission Bells" and "Capistrano"—reign again for 1951!

GERMAIN'S 80th Anniversary $1 SPECIALS

BEGONIAS—Loveliest of all shade loving plants—also ideal indoor pot plant. One each Red, Rose, Yellow, Pink, White plus 1 new Hanging Basket Begonia. ☐ 6 Bulbs, Only $1

CALLA LILIES—Most exquisite & rare of all Calla Lilies. Dainty flowers 2 to 2½ in. across of orchid pink shade. Wonderful pot plant. Amazing low price. ☐ 6 Bulbs, Only $1

CALADIUM—Unexcelled as pot and window box foliage plants. Exotic, brilliantly colored 2 and 3 tone harmonies—Reds, Coral Pinks, Rose, Greens, etc. ☐ 5 Bulbs, Only $1

GLADIOLUS—For huge gorgeous blooms this summer in a riot of favorite colors, 5 each Red, Yellow, Pink, Lavender, White plus 1 special Novelty Bulb. ☐ 26 Bulbs, Only $1

TIGRIDIA—("Big Shell Tigerflower") Splendid strain of this showy garden plant. The curious three-petaled flowers are very large and wonderfully marked. ☐ 10 Bulbs, Only $1

BEARDED IRIS—(Fleur de Lis)—3 popular giant varieties—Mauna Loa, reddish tones; Sierra Blue, clear blue; Sunol, tan-yellow. ☐ 3 for Only $1

"TIGER LILY OF JAPAN" (Lilium Rubrum) Carmine rose on white ground, spotted with crimson. Most showy of Japanese lilies. Excellent cut flower. ☐ 3 Bulbs, Only $1

TUBEROSE—Double Pearl. Large individual double white florets. Ideal cut flower. Intensely fragrant. ☐ 10 Bulbs, Only $1

GIANT DOUBLE DAISIES—ESTHER REED, fully double white flowers. ☐ 3 Plants, Only $1

CACTUS PLANTS—Long lasting, easy to grow. Ideal for indoor dishes. ☐ Group of 3, all different, Only $1

MARCONI—Large ruffled flowers, yellow center. ☐ 3 Plants, Only $1 ☐ 6 Plants, (3 each) for $1.89

BLETIA—Chinese Garden Orchid—Fine for shade garden and pot growing. True Orchid-like, rosy lavender flowers, for corsages, vases, etc. ☐ 3 for Only $1

"SWEET-SCENTED GLADIOLUS"—Acidanthera Murilae—Tall spikes of gladiolus like flowers, white with magenta rose throat. New! Striking and very fragrant. ☐ 10 Bulbs, Only $1

ORDER TODAY!
ANY 3 $1 SPECIALS, only $2.75
ANY 6 $1 SPECIALS, only $5
ANY 12 $1 SPECIALS, only $10

Mission Bells

The outstanding Rose Creation and Top Hybrid Tea Rose Winner in the All America Selections in 1950. Long tapering fiery salmon buds slowly open to large perfect, high centered blooms, often 5 to 6 inches across of brilliant, clear salmon pink with a beautiful golden sheen in the heart and at the reverse of the petals. Heavily branched bushes, wonderful cutting stems, abundance of blooms, and the rich tantalizing fragrance of the true tea-scented rose make Mission Bells a favorite of rose lovers everywhere. ☐ $2 each ☐ 3 for $5

Capistrano

A gorgeous All America Rose Winner excelling in vigor of growth and beauty of color. Beautiful long tapered buds of bright cherry-red open to immense long lasting fragrant blooms of clear sparkling rose-pink, borne on long strong stems. ☐ $2 each ☐ 3 for $5

AMAZING EXCLUSIVE COLLECTION OFFER

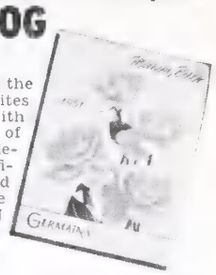
Only from Germain's! One each of All America Roses, MISSION BELLS and CAPISTRANO, ($2 each) plus CANDLEGLOW ROSE, newest creation of pinkish buff and white, ($1.50 each) plus a special PRE-VIEW Rose Introduction—never before offered—warm, golden yellow new rose created by Germain's outstanding Rose Hybridists ($1.50 each). Offered at special amazing low collection price. ☐ All 4, $5 (you save $2)

FREE!

America's Most Beautiful and Complete

ROSE BOOK and GARDEN CATALOG

5 BIG SECTIONS IN NATURAL COLOR



ROSES—America's most brilliant Rose Display—including scores of the world's finest Roses in full color. **FLOWER SEEDS**—All your favorites plus our hybridists' latest creations fill your garden and home with newer, gorgeous blooms. **BULBS**—Exhibition varieties in a riot of colors—unusual prize-winning novelties. **PERENNIAL PLANTS**—To delight you year after year with breath-taking panorama of magnificent color. **ORCHIDS, BIRD OF PARADISE** and many other rare and exotic plants that add new form and color. Every section replete with GERMAIN'S 80th ANNIVERSARY SPECIAL COLLECTION OFFERS! Check coupon below for your FREE Copy.

Order Today!
USE THIS AD TO ORDER ☑ CHECK ITEMS WANTED

GERMAIN'S
Horticulturists Since 1871

GERMAIN'S, Dept. HB-1
Los Angeles 21, California

MISSION BELLS AND CAPISTRANO ARE OFFERED BY ALL LEADING ROSARIANS

Enclosed is $_____. Send offers checked ☑ above.
☐ Send FREE ROSE BOOK and Garden Catalog.
Name_____
Address_____

SEEDLESS WATERMELONS!

Grow 'em Amaze Neighbors

Something really unusual. You'll enjoy showing and eating this rare and exciting new fruit. Ice-box size, with bright red flesh of delicious sweetness. Only a few soft seeds of the cucumber type which are eaten unnoticed. First developed by the Japanese. A long series of experiments was required to produce this first seedless variety. The seeds now in existence are few. Order yours today! M-55 Watermelon Japanese Seedless. Pkt. of 10 seeds, $1.00.



Grow a Nursery Planting of Miracle Blue Grass 27

A single plant of this superior Kentucky Blue grass was found growing on a golf course near Philadelphia. It was green and vigorous when all the ordinary blue grass around it was brown and feeble. This plant was saved and propagated. Samples of it sent all over the country for testing—everywhere with superior results. With one ounce of seed you can start converting your lawn to this most-talked-about new grass in decades. Sow in rows, let it bear and scatter seeds. Soon you can start a new lawn with sod. There isn't much of this new seed in existence. We offer 1 ounce, 144,000 seeds, for 50¢ prepaid. Limit 8 ounces to a customer.

College Bred Popcorn Pops off its Hull

C-135 Illinois Hulless Popcorn. 100 days. Is it possible to improve popcorn? Yes, by removing the hull. When this variety pops, off goes the hull and a huge, pure white, tender and delicious confection remains. Over thirty-five times as large as the kernel. By the eating test it is superior to all others, including hybrids, white, or yellow. Pkt., 25¢; ½ lb., 50¢; lb., 90¢; 2 lbs., $1.65.

VAUGHAN'S SEED COMPANY, Dept. 181
10 W. Randolph St., Chicago 1, Illinois
49 Barclay St., New York 7, N.Y.

Enclosed is $ ... for which please send me:

- ☐ Packet Japanese Seedless watermelon $1.00
- ☐ Ounce Merion Blue Grass B27 .50
- ☐ Packet Illinois Hulless Popcorn .25

Name .....

Address .....

Scotts
T M REG
LAWN CARE
will guide you to an outstanding lawn

. . . it's America's most widely read lawn publication. It tells how to keep your lawn at its best in any region from Maine to California. A New Jersey reader says, "LAWN CARE is jam-packed with good advice" . . . from Minnesota, "We owe the credit for our lovely yard to LAWN CARE aid." Issued five times yearly LAWN CARE contains latest facts and seasonal tips. Best of all, LAWN CARE is absolutely free. For a two year subscription without charge or obligation simply drop a card to

O M Scott & SONS CO
18 Spring St, Marysville, Ohio
also Palo Alto, California





GIANT 5 YR OLD
BLUEBERRIES

Nothing you can plant gives you so much pleasure! Luscious blueberries big as a nickel. Tantalizing flavor, big yield often pays over cost of plant first year! Beautiful ornamental foliage.
Two 2-yr. old $1.40 Two 3-yr. old $2.25
Two 5-yr. old $6.50 Two 7-yr. old $7.50

BLACK RED YELLOW
Raspberries

Luscious berries. Everbearing till frost. 1-2 yr. plants. Imagine novelty of serving brilliant red, jet black and bright yellow raspberries in the same bowl. All sugar sweet and excellent flavor. Also Strawberries, Boysenberries, Fruit and Nut Trees, Flowers, Shrubs, etc. Write Today.
COLOR CATALOG FREE

WESTHAUSER NURSERIES, Box 110T, Sawyer, Mich.

Beautiful, Exotic
CAMELLIAS
Grow Your Own Corsage Indoors on Plants

Gorgeous flowers 5 in. across. Bloom late fall to early spring. Other house plants in FREE catalog of nursery stock. Write.

ACKERMAN NURSERY
1990 Lake St. Bridgman, Mich.

FREE CATALOG
Rhododendrons



■ Lovely pink and white blooms. Beautiful wax-like foliage. See them in our BIG, FREE 1951 CATALOG in full color
Satisfaction Guaranteed.

KELLY BROS. NURSERIES, INC.
50 MAPLE STREET DANSVILLE, NEW YORK

Burpee Seeds Grow

Send Postcard Today for big 75th Anniversary Burpee Seed Catalog FREE, introducing finest zinnias ever created!
Catalog FREE



W. ATLEE BURPEE CO.
317 Burpee Building—*at nearest city:*
Phila. 32, Pa. *or* Clinton, Iowa *or* Riverside, Calif.



PHOTOGRAPH BY MAYNARD PARKER

• Close planting: penstemon and daffodil, as here; or hardy fall aster and Virginia blueball; perennial ageratum and oriental poppy; feverfew and bleedingheart; ceratostigma and snowdrop.

Choose flowers that give BIG returns for the space

Your backyard is valuable space. If you aren't using these six ways the experts use to double-bloom, you can't get full value for the cost

by Alice L. Dustan

PHOTOGRAPH BY PAUL A. KOHL



• Varieties that overlap in their blooming times so you get many weeks of bloom: iris, lily, daylily, peony, chrysanthemum. Look for new varieties that extend the season at one end or the other.



PHOTOGRAPH BY JACKSON & PERKINS CO.

• Inter-planting of deep rooters and shallow rooters: bleeding-heart with viola, as here, or with yellow corydalis; or lily or lycoris with iris. (Lilies need shade over their roots for best growth.)

You want lots of color all season. You don't want bare spots in our plantings—or ragged-looking plants out of bloom. Your garden *can* be a neat, blooming place if you plan wisely to get these good qualities:

1. Close planting of plants with similar needs but different bloom times (opposite, top).

2. Overlapping blooming dates by care in variety selection (opposite, below).

3. Inter-planting of deep-rooting and shallow-rooting plants (above).

4. Extensive use of plants with long-season bloom (below).

5. Regular shifting of perennials to get two or three sets of blooms in a given space: tuberous begonias to follow primrose, chrysanthemum to replace tulip, petunia after pansy, physostegia after astilbe or spirea (semi-shade), helenium following bulbous iris (sunny spots).

6. Rotation of annuals: morning glories after sweetpea, or Coltness dahlia grown from seed to replace fall-seeded bachelor buttons when they peter out in midsummer.

Winter evenings are the time to work out the combinations that will fill your '51 garden with bloom spring to fall. No matter how small your back yard, you can have such bloom. And you can have it without resorting to rare plants or those that need constant pampering.

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



• Long bloom plus foliage that remains presentable all season: daylily and hosta, as here; or phlox, gaillardia, monarda, coreopsis, anthemis. Dr. and Mrs. Charles Essick, owners, Reading, Penna.

new *1951 roses

Direct from ARMSTRONG Nurseries
World's Leading Developers Of All-America Winners

*First Love

*Bravo

Sutter's Gold

All 3 for $5.00
ARMSTRONG'S 1951 COLLECTION
Cost $6.00 purchased individually.
You save $1.00 on this special offer.

***First Love** A new Armstrong origination for 1951. If you've longed for a rose with sensational long, slender, urn-shaped buds in a beautiful shade of dawn-pink . . . on long stems ideal for cutting . . . here it is! The perfect buds and the long-lasting delicately shaded open flowers, with their gracefully pointed petals, will make this rose the "First Love" in your garden. **$2.00 each; 3 or more, $1.70 each.**

***Bravo** — Brand new for 1951. A big, bold red rose which we have never seen equalled in brilliance, nor in its ability to hold its radiant, cardinal-red color in the hottest sun. In your garden, the big double flowers with their perfect symmetry and iridescent sheen will cause you to exclaim "Bravo!" many times over. **$2.00 each; 3 or more, $1.70 each.**

Sutter's Gold — The first rose ever to win all 3 . . . All-America plus Bagatelle and Geneva Gold Medals. Long-pointed buds shot with orange, open to exquisite big, clear golden yellow flowers, loaded with rich perfume. Everywhere the big, vigorous plant blooms prodigiously. One of today's most talked about roses. **$2.00 each; 3 or more, $1.70 each.**

GUARANTEED TO GROW AND BLOOM IN YOUR GARDEN

Armstrong rose bushes are famous for their ability to do well everywhere. We ship only heavily-rooted, sturdy, vigorous plants, fully two years old, grown in our own nurseries in California, where more All-America winners have been developed than anywhere else in the world. Armstrong-grown, and Armstrong-guaranteed.

ORDER NOW to insure delivery. Plants with complete planting instructions, shipped postpaid anywhere in the U. S. to arrive at correct planting time for your area.



ARMSTRONG NURSERIES

405 NORTH LEMON AVE., ONTARIO, CALIF.

I enclose check or money order (no c. o. d.'s, please). Send me, to arrive at correct planting time for my area, with full planting instructions:

_____First Love @ $2.00 each; 3 or more, $1.70 each
_____Bravo @ $2.00 each; 3 or more, $1.70 each
_____Sutter's Gold @ $2.00 each; 3 or more, $1.70 each
_____Special Offer: 1 each of First Love, Bravo, Sutter's Gold @ $5.00
_____FREE ROSE CATALOG WITH 79 FULL-COLOR ILLUSTRATIONS (CALIF. ORDERS: ADD 3% SALES TAX)

NAME_____

ADDRESS_____

CITY_____ZONE____STATE_____

FREE...

1951 Rose Catalog, with 79 full-color illustrations. Describes 107 of world's finest roses, including both the latest and the "Top Ten" All-America winners. Offers many money-saving group selections.

LEADING ROSE DEALERS SELL ARMSTRONG ORIGINATIONS

Fragrant Beauties



ROSES
FROM TOTTY'S

GOLDEN SCEPTER (Pat. #910) A brilliant yellow Hybrid tea rose which is highly disease resistant. The blooms retain their full glowing beauty all summer long, *without fading.* In '49 Golden Scepter was judged "Best Rose" by the British Royal Horticultural Society and still is an international favorite. This distinctive variety will make a lovely addition to your garden!

ORANGE DELIGHT (Pat. #874) A rose of arresting, bright orange color which shades into golden highlights. Color changes with age to a warm apricot, and petals curl back forming an extremely artistic flower when fully opened. Buds are deep, rich orange. Glistening, holly-green foliage forms a perfect setting for these gorgeous blooms. Distinctive, enchanting fragrance. Orange Delight literally "stopped the show" when exhibited at the International Flower Show. Should be in every garden!

$2.50 each. $25. per doz. f.o.b. Madison

Totty's *for the finest*

1951 Catalogue now ready. 25¢ charge will be deducted from your first order.

Dept. H-1, Madison, New Jersey



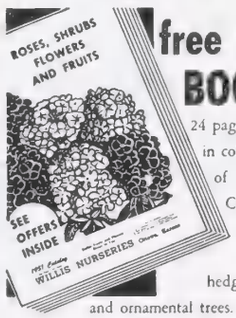
New
ICELAND POPPY
"Akarana" Scarlet

Brilliant scarlet-orange, this wonderful new poppy is *unique* and exclusive to Suttons of Reading, England. Send 40c for a packet to Suttons' Resident Representative,

G. H. PENSON,
Box 646, GLEN HEAD, N.Y.

Complete catalogue 10c, which can be deducted from your first order of $1.

SUTTONS
OF READING
ENGLAND
The King's Seedsmen



free GARDEN BOOK!

24 pages; many illustrations in color for easy planning of your spring garden. Choose from the finest roses; flowering shrubs and bulbs; hedge plants, vines; fruit and ornamental trees. Many new varieties.

WILLIS NURSERIES
188 Arbor Street **Ottawa, Kansas**

Gloriously Beautiful
GLADIOLUS



Ever experience the pleasure of growing your own beautiful gladiolus—huge flowers that last for days in the garden and as cut flowers in the house? It's easy and fun, rewards you with matchless color and beauty. Start your own gladiolus garden this year. Our new 52 page catalog lists all the best new and old varieties, tells you how to start and easiest culture methods. Write for your copy today.

ALFRED L. MOSES
"Bulbs Grown by the Millions"
42 Lake Ave. **Lima, New York**

Free! *To Gardeners...* **THIS BIG NEW 1951 NURSERY BOOK**



HUNDREDS OF *Special Offers*

Send for "What, When, Where and How to Plant." Helpful hints . . . early order discounts . . . illustrated. **102nd YEAR** *Roses, shrubs, fruit and shade trees, flowers, bulbs. Guaranteed.*

SPRINGHILL NURSERIES, Tipp City, Ohio, Dept. E-21



■ A yew espaliered against a brick wall has a narrow border of bulbs, edged with boxwood and brick coping. Garden of The Greenbrier, White Sulphur Springs, W.Va; Innocenti and Webel, landscape architects.

How to garden in narrow spaces

Train shrubs in fans; add ground covers with bulbs for color

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



■ A Savannah alley became a garden when Dr. and Mrs. Ruskin King added plants to this city backyard. English ivy and liriope are the shade-tolerant ground covers; camellias and azaleas are planted against wall



• This bamboo proves many shrubs will grow in narrow spaces. A foot-wide strip was allowed for it when Loutrel W. Briggs, designer, installed a brick driveway for the Frederick Richards, Jr., of Charleston, S.C.

ost every garden has unprom-ing spots that seem too narrow planting. A strip between a eway and a fence or house is a mon example

on't let such a problem stymie r efforts at introducing plants. use even large shrubs will w well in a foot-wide soil pocket. trick is to carefully prune out planting time the side of the against the wall, and to es-er the branches flat against it so they will not interfere with pas-sers-by. Choose an evergreen, like the yew on opposite page, or a deciduous shrub with structure that makes it interesting in winter, as well as in summer when in leaf or flower.

You can't expect a succession of bloom in a narrow bed, so plan on ground covers with bulb accents.

If you are building a path or drive in a narrow area, be sure to make a planting bed at the side.

PHOTOGRAPH BY MAYNARD PARKER



■ *Viburnum rhytidophyllum*, the only evergreen viburnum that is hardy in the North, is here espaliered against the garage of Mr. and Mrs. E. E. Schenck of Seattle. It is kept pruned away from the path. John Grant, designer.

Wayside Gardens

The Latest Fashions
IN
GARDEN FLOWERS

Don't let your garden lose its bright appeal—keep it vibrant and beautiful with the many delightful new introductions featured in Wayside Gardens' Spring Catalog. No other catalog in America offers the vast selection of test proven, worthwhile new shrubs, roses, bulbs and hardy, *"pedigreed"* root-strength plants.

. . . and remember, when you order from Wayside Gardens, you are assured of top-notch, guaranteed, superior *"pedigreed" stock.*



Capistrano

Sparkling new hybrid tea rose. Sturdy, disease-resistant plants produce huge, heavy textured flowers of rich, deep, glowing rose-pink. Retains its brilliance without fading.

New Colors in Old Favorites

BEAUTIFUL NEW "MUMS"

New English Rubellum Chrysanthemums, winner of Royal Horticultural Society "Award of Merit". 7 exquisite new varieties in luscious shades of pink, lilac, bronze, old rose and rich wine red. Low growing, compact plants produce hundreds of big, daisy-like flowers a few weeks after planting. Winter hardy and easy to grow. Come up year after year increasing in beauty. Ideal for vivid color accent in border or in front of foundation planting.

Crown Jewel

FINE NEW HEMEROCALLIS

8 new brilliant hued Hemerocallis that we recommend without reservation. Hardy 2' to 4' plants bear gorgeous flowers in vibrantly glowing shades of soft yellow thru fiery red. These new varieties will supply masses of colorful flowers from June until September.

SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG



Almost 200 pages, with hundreds of true color illustrations and accurate descriptions of the world's newest and best shrubs, roses, bulbs, perennials and hardy plants. Not just a catalog, but a reference book with valuable garden data and complete cultural directions for every item. To be sure you get your copy, it is necessary that you enclose with your request 50¢, coin or stamps, to cover postage and handling costs.

32 MENTOR AVE., MENTOR, OHIO



Rubellum Hybrid Chrysanthemum

Wayside Gardens

Henderson's
1951 CATALOG



"EVERYTHING FOR THE GARDEN"

Your garden will be more beautiful and more fruitful with this wonderful garden book as a guide . . . it describes and illustrates our world-famous varieties . . . thousands of beautiful Annual and Perennial flower seeds and plants . . . luscious vegetables . . . hundreds of new and time-tested garden tools, insecticides, fertilizers, etc.

Here's how you get it! This valuable garden book is yours for only 25¢ in cash or stamps. There will be a coupon in your catalog good for 25¢ on your first purchase of $3.00 or more.

Don't Wait! Send for your copy today.

Peter Henderson & Co.
61-1 Henderson Bldg., 35 Cortlandt St., N. Y. 7, N. Y.

FREE



1951 Advanced Edition
GERARD K. KLYN'S
Little Rose Book

Reveals the spectacular and exquisite colors of the newest, as well as older varieties. For our own Northern Ohio Grown, superior roses, write for your copy of our "Little Rose Book" now.

GERARD K. KLYN, INC.
Growers of "Go-Bloom" Field Grown Roses
72 Hopkins Road, Mentor, Ohio.



"Best Rose I Have Seen In 58 Years of Rose Growing"

writes one Colorado member reporting on the PEACE Rose to the American Rose Society. Other members from everywhere agree. Peace blooms are magnificent — pale gold to ivory with a varying flush of pink along the petal edges — thrillingly beautiful.
Plant NOW this "world's finest flower to date". 2-yr.-old PEACE Plants, GUARANTEED TO BLOOM, cost only $2, 3 for $5 ppd.

OFFER 280-A

3 LEADING ALL-AMERICA ROSES $4.85 ppd
PEACE,
NOCTURNE, Pl. Pat. 713, deep red, $1.65 ea.
TALLYHO, Pl. Pat. 828, two-toned old rose, $2 ea.

& $5.65 VALUE
Individual varieties at prices shown

OFFER 280-B

"3 STAR" SPECIAL

3 2-yr. Rose Plants. Our Selection (NOT including varieties mentioned in this advertisement) $2.00 ppd.

Popular, tried and true roses, different colors. — Value at Least $3.75

Get Acquainted Offer

Our FREE CATALOG shows "PEACE" and other fine roses in color, includes TOP TEN ALL-AMERICA ROSES, recent ALL-AMERICA WINNERS, novelties, perennials. WRITE FOR IT TODAY.

GUARANTEED TO BLOOM

THE CONARD-PYLE CO.
STAR ROSE GROWERS
Robert Pyle, Pres. West Grove 280, Pa.

LEADING ROSE DEALERS SELL PEACE

Finest GIANT ZINNIAS Ever Introduced!

Burpee HYBRIDS



The Loveliest New Flowers Ever Created

Huge, graceful, fluffy flowers with artistic ruffled petals in many gorgeous tones, up to 6 in. across. The lovely colors have a glowing radiance that is new to Zinnias. Striking in the garden, exquisite in bouquets and arrangements. 3-ft. plants.

EXTRA LONG STEMS

Enjoy Them All Summer and Fall

Perfected in more than a decade of research on our Floradale Farms. Easy to grow. SPECIAL, postpaid: 225 Seeds $1.00; ¼ oz. $2.75; Oz. $10.00. Be sure of your seeds. *Order Today!*

W. Atlee Burpee Co.

416 Burpee Building, *at nearest city:* Phila. 32, Pa. *or* Clinton, Iowa *or* Riverside, Calif.

75th Anniversary Burpee Seed Catalog FREE

Burpee Seeds Grow!

Everblooming ROSES



"Sutter's Gold," "Tally-ho", "Peace", "Forty-niner" and other New and Better Roses, also Roses without thorns, all shown in natural co or in New issue of "Glories of the Garden". Complete line of Shrubs, Perennials, Berry Plants, Shade, Fruit and Ornamental Trees. Write for Your FREE Copy of this Helpful Book Today.

COLOR CATALOG FREE

THE KRIDER NURSERIES, Inc.
Box 88, Middlebury, Indiana.

NEW FREE BOOKLET TELLS HOW YOU CAN HAVE A *better* LAWN



Our new booklet profusely illustrated, briefly but clearly explains new, easy, simplified methods of lawn care—enables you to have a "show place" lawn at low cost. Mail a post card today for your free copy of "Better Lawns".

DRUMCLIFF COMPANY
Dept. 164, Towson 4, Maryland

Exquisite, Unusual GIANT MUM



Send for FREE BOOK

Saucer-size greenhouse mums. 5 breathtaking varieties . . . all featured in our big, colorful 1951 catalog. Also giant English, button, cushion, spoon, exhibition, and other prize chrysanthemums. ROSES, BULBS, SHRUBS . . . hundreds of varieties. Write for our unusual, informative catalog today.

102nd Anniversary Year

SPRING HILL NURSERIES, Tipp City, Ohio, Dept. E-26



FREE THIS BIG NURSERY CATALOG

Supply limited—write at once. Shows Roses, Perennials, Shrubs, Fruit, Chinese Chestnut & Ornamental Trees; Evergreens, Berries. SATISFACTION GUARANTEED. Our 67th Year.

MALONEY BROS. NURSERY CO.
48 Circle Road, Dansville, N.Y.

25 for $5. TREES

3- and 4-year selected transplanted trees, 6 to 14 inches tall, 5 each of: Red and Scotch Pine, Norway and Colorado Blue Spruce, and Canadian Hemlock. Postpaid at planting time. For complete Evergreen catalog, Write Box 10-A.

MUSSER FORESTS, Inc.
Indiana, Pa.

ALMEY'S Flowering Crab means Spring

See beautiful color-photos of these sensational, fiery crimson blossoms—also latest developments in roses, ornamentals, etc. Book mailed FREE. Write today.

Andrews NURSERY CO.

Faribault, Minn. Box 509

RARE FLOWERS



A thousand unusual flowers interestingly described in the illustrated catalog that is yours for the asking.

REX D. PEARCE
Dept. R, Moorestown, N.J.

ROSES

FREE CATALOG 1950 AARS WINNERS

WRITE NOW...

For patented and standard roses shown in color. Guaranteed to live and bloom.

TY-TEX BOX 532 TYLER, TEXAS
South's Largest Growers of Patented Roses

Westhauser's 20th CENTURY JUMBO SIZE BERRIES LUSCIOUS BERRIES 60-90 DAYS

HONEYSWEET 3 CROPS IN 18 MOS

Amazing New Everbear, outstanding for size, flavor and heavy yield. Bears early, ripens uniformly throughout season. Supply limited! ALSO, Giant Blueberries, Thornless Boysenberries, Raspberries, Fruits, Nut Trees, Flowers, Shrubs, etc. Write Today for Color Catalog FREE.

WESTHAUSER NURSERIES, Box 15T, Sawyer, Mich.

NEW HAMPSHIRE MIDGET WATERMELON



1951 All-America Gold Medal Winner. Delicious flavor, size of a grapefruit for simple refrigerator storage. Deep red, very early, hardy. Makes two good servings. Another of Prof. Yeager's fine products. Packet only 15c. WILL'S BIG NEW 1951 CATALOG FREE.

PACKET 15c

OSCAR H. WILL & CO., Box 139, Bismarck, N. Dakota

DIFFERENT PLACES NEED DIFFERENT HOUSES

CONTINUED FROM PAGE 61

Now you don't find that any more except in Western movies, but it was the right idea.

The Western house must, therefore, be an "*anti-radiation*" house. This sounds like a fancy way of saying: "It must give you shade." But there is actually more to it than just shade. Before we go into the details of this, however, let's see what the Western house need *not* be.

It need not be a "ventilation house," like the Eastern house. Ventilation, so all-important in the Eastern summer, is no problem in that dry Western air. A normal kind of house gives y all the ventilation you need. T dry air is so eager for moist that it keeps your skin alm dry, even if there is no breeze. you got more than a slight bree it wouldn't do you any good. O your skin is dry, additional w has almost no cooling effect— in summer. It may even make y feel hot. If you lived in a c tinuous breeze, as one tries to in the East, it would only dry your skin.

And there are other reasons w



Glare is a serious problem in areas of hot, dry summers.

An arid landscape throws most of the sun's light and heat right back at you, because there's no cover of vegetation to absorb it. This creates tremendous glare, indoors and out, and makes the use of big unshaded glass areas hazardous.



So, to prevent glare, you should shade your view.

The same wall, same fence, or hedge that keeps the sun off your house walls will keep it off your private landscape. In addition to helping plants and lawns hold moisture, this will cut down glare from picture windows inside your house.

ilation is no design problem he West. For instance, on the at Plains, the winds are very ng most of the time. Even a ll opening will give you all breeze you could possibly want. fact, you want to keep the wind not bring it in. In the moun- ous parts, you can usually t on a cool night wind that ts flowing down the slopes soon r sunset. So you haven't that calm, oppressive period that such a problem in the East. he important "angle" in pick- n a lot in the mountainous West pick one which gets this cool- night breeze early on a sum- night.)

ere is no particular percent- ge, therefore, in building a tall se and trying for a chimney ct, especially so because the r house will be much harder shade. Right there you see a d example of how Climate Con- uses different tools in different es. In the East, a tall house airy walls; in the West, a house with more solid walls. lso, a more massive wall. Be- se of this pleasant night-cool- that you get in almost the en- West, you are better off if r house is massive, with thicker, vier walls than an Eastern se should have. It will take the 's sun a while to heat up all mass. By the time the mate- begins to get warm, the day ver, night-cooling begins, and the warmed-up material keeps house from getting chilly too . By morning, the material is and cool again, giving you eserve of coolness for the next 's heat. So you store the day's mth for the cool night, the t's coolness for the hot day. massive house averages out sharp difference between day night. And that is always what nate Control aims at—find a k that works *both* ways: cools in hot weather, warms you in weather.

But all those are fine points. big thing, the really impor- t thing about the Western house "radiation-control"—how you l with that fierce sunshine.

First, you must prevent too h sun from coming in through r windows and heating up your se. Small windows? Not neces- ly. What matters is not how your windows are, but *which they face and how you shade n.* Offhand, you would guess t a south window would be the test. The surprising thing is that s the coolest. You can make it as big as you want. This is becau-e it is so easily shaded. An over- hanging roof or some other "eye- brow," sticking out over the south side of the house, will do the trick. It keeps the sun off in summer, but lets it shine into the window in winter. So your south window is cool in summer but helps heat the house in winter. (Most of the West has a great deal of winter sunshine, and a well-designed south window may actually save you money on your heating bills.) So the big south window, under a big roof-overhang, is another Climate Control trick that works both ways.

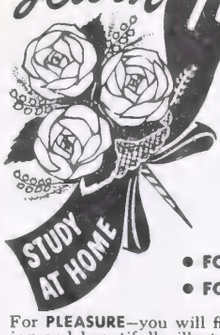
West windows are hot ones! This is true everywhere in the U.S.A. But in this clear-air coun- try, with its fierce sunshine, it is the one thing you can't afford to miss on. A large west window is, let's say it bluntly, a mistake. It may be justified by a beautiful view, as in Denver or Colorado Springs, where the mountain view is toward the West. But it is an uncomfortable thing to have in the house. It picks up enormous heat in summer, because the sun shines smack into it for so many hours on the long summer afternoons and evenings. And that sun is too low to be shielded by a roof overhang. All through the West you see evi- dence that west windows are bad. People use all sorts of makeshift arrangements—awnings, matting, hedges—to close the hole that the architects shouldn't have put there in the first place. In the hottest parts of the West, you might as well be radical about it and have *no west windows at all*—just a solid wall.

So much for windows. But, of course, the sun also shines on your walls and heats them up. The story here is the same as with win- dows—the south wall is easily shaded by a roof overhang. The east wall gets the sun in the cool mornings, when it is okay. But the west wall is the one that gets the works. Answer: a shade wall or a shade hedge, planted close to the west wall. You also see this all over the West—and especially in the very hot Southwest. Such a shade planting is worth all the money and attention you are willing to devote to it.

But the most sun-beaten part of the house is, of course, the roof. It gets that direct, fierce sun all day long. In your dreams, you can set your house directly under some huge live-oak trees. In reality, such lots are hard to find, such trees slow to grow. Your roof, therefore,

(*Continued on next page*)

Learn FLOWER ARRANGEMENT and FLORISTRY



Our method teaches you quickly and correctly right in your own home. We have over 20 years' experience. Hundreds have become successful through spare time study. Many have earned enough from their first lessons to pay for their entire course!

• FOR PLEASURE
• FOR PROFIT

For **PLEASURE**—you will find this interesting and beautifully illustrated course will fit you to better beautify your home. Your church and club will welcome your assistance in arranging impressive floral designs.

For **PROFIT**—Are you able to earn a living if necessary or would you like to earn extra dollars in your spare time? The demand for trained Flower Arrangers is natural. It is a result of the human desire to express one's higher emotions in the most dignified and gracious manner.

MANY OPPORTUNITIES

Neighborhood flower shops, busy downtown stores, high school graduating classes, suburban nurseries all need trained help. Lecturing is a well paid activity. You can be a consultant for weddings, receptions and banquets or you can open your own shop.

WON SWEEPSTAKES

I won the Sweepstakes Award Trophy—took twelve blue ribbons. I entered five arrangements and won first on four.
Miss C.R.H., Oregon

WHAT YOU RECEIVE

INSTRUCTION in Corsage making, Table Decorations, Arm Bouquets, Wedding Decorations, Use of Bowls & Ceramics, Decorations for Parties & Teas, Judging Rules, Church Decorations & Funeral Arrangements, Etc.

DESIGNS: Professional Albums containing hundreds of standard arrangements are supplied. They include Wedding Customs.

PROFESSIONAL EQUIPMENT includes Corsage making materials, ribbons, pins, wrap, wire & Collars. Wreath & pillow frames, wired picks, moss, florists' thread, annealed wire & wax wreath paper for commercial arrangements.

CONSULTANT SERVICE: Your personal questions on any phase of Flower Arrangement & Floristry will be answered by our staff without extra cost.

DIPLOMA: You receive a diploma as a graduate in Flower Arrangement & Floristry. This is given in recognition of your having satisfactorily completed all assignments.

Miss A. C. of Los Angeles says—"I have learned to arrange my own corsages and have already more than paid for my course."

FIND OUT NOW!
MAIL TODAY

NATIONAL LANDSCAPE INSTITUTE
310 S. Robertson Blvd., Dept. 4
Los Angeles 48, Calif.

Please send me your free booklet telling about the course and how I may learn Flower Arangement and Floristry at home.

Name.....
Address.....
City.....Zone.....State.....

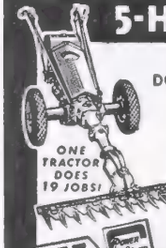
FREE BOOK

Burpee TUBEROUS Begonias 3 FOR 25¢



Exotic camellia-flowered, loveliest of all plants for shady places; or to grow in pots. Large double blooms, all colors mixed; very easy to grow. Lowest price ever; order now! Postpaid: 3 Bulbs 25c; 12 for $1.
W. ATLEE BURPEE CO.
Address: 417 Burpee Building
at nearest City: Philadelphia 32, Pa. or Clinton, Iowa or Riverside, California

GRAVELY 5-HP TRACTOR

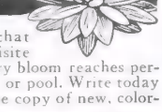


DOES 19 LAWN, GARDEN and FIELD JOBS—QUICK and EASY!
America's most practical small tractor for small farms, suburban homes.
▪ ALL GEAR DRIVE
▪ POWER REVERSE
▪ A QUALITY TRACTOR
"Power vs. Drudgery" tells how to put POWER to work! Write today!
FREE
GRAVELY MOTOR PLOW & CULTIVATOR CO.
BOX 114 DUNBAR, W. VA.
FIELD-TESTED FOR 28 YEARS

Everblooming LILAC
A RARE NEW SHRUB FROM CHINA

Just picture in your yard, a beautiful mass of lilac pink blossoms **every spring and fall** *and quite often stray blossoms all summer. Ideal for lawns and borders. Described in* **FREE** *catalog of fruits, shrubs, roses. Write now.*
ACKERMAN NURSERY
1870 Lake St. Bridgman, Mich.

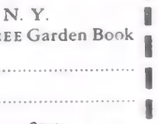
Waterlilies



The loveliest of all flowers that can be grown at home. Exquisite jewel-like colors. Nearly every bloom reaches perfection. Easy to grow in tub or pool. Write today to nearest office for your free copy of new, colorful 1951 catalog.
THREE SPRINGS FISHERIES
411 N. 7th Ave., Suite 713, Dept. 211, St. Louis, Mo.
211 Main Road, Lilypons, Md.
333 N. Michigan Ave., Dept. 211, Chicago 1, Ill.

FREE NEW GARDEN BOOK

AMAZING NEW kind of catalog! Better than 12 ordinary catalogs. Exciting new Spring edition crammed with Tried-and-true varieties of Hybrid Tea, Climbing, Floribunda, Shrub Roses; Dwarf, Giant Fruit; Flowering Shrub, Shade Trees, Amazing Living Fence. Natural color pictures; garden tips. *Save Money* by ordering early! Bargain Introductory offers, too!



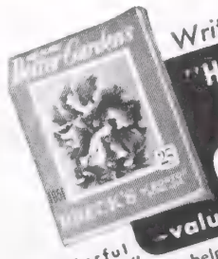
Guaranteed
ROSES, FRUITS, SHRUBS, TREES
Write for your FREE copy today

GENEVA GARDENS
182 Carter Rd., Geneva, N. Y.
Send new Spring 1951 FREE Garden Book
PRINT
Name .....
Address .....
City ..... *State* .....

FLOWERING SHRUBS



Lovely Altheas, Hydrangeas, Spirea, Forsythia, Lilacs and many others shown in full color in our BIG, FREE 1951 CATALOG. Write today.
FREE CATALOG Satisfaction Guaranteed.
KELLY BROS. NURSERIES, INC.
50 CHERRY STREET DANSVILLE, NEW YORK


Write for "How to have Better Gardens" -valuable catalog

Big, colorful "Better Gardens" Catalog crammed with helpful tips. Features newest, best vegetable and flower creations, including Breck's exclusives: Giant Ruffled "American Beauty" Petunia, glorious new pink Pacific Giant Delphinium, Harvard Hybrid Corn, Waltham Scarlet Tomato! Also roses, bulbs, fruits, supplies. Send only 25¢ for this valuable book — refunded with first order.

Special Offer! $1.75 VALUE
Hybrid VEGETABLE SEEDS
$1.00
5 packets modern hybrids — vigorous, disease-resistant, enormous yielders. Early Delicious Tomato; Sure Crop Cucumber (All America Winner); Hybrid Dixie Queen Watermelon; Asgrow Y42 Onion; O-S Cross Cabbage. $1.75 value for only $1.00 — and 25¢ catalog above given with each seed collection.



ORDER BY MAIL — POSTPAID
SEEDSMEN SINCE 1818
BRECK'S
101 Breck Bldg., BOSTON 10, Mass.

FREE colorful, new CATALOG
World-Famous Glads
America's finest garden flowers. Exhibition quality. Many rare varieties. Easy to grow. Low prices. Other flowers too.
Send postcard today . . .



KUNDERD GLADIOLUS FARMS
911 Lincoln Way, Goshen, Ind.

Burpee GIANT SNAPDRAGONS
3 PACKETS 10¢
SPECIAL! The 3 best colors, Pink, Yellow, Red; a 25c-Pkt. of ea. postpaid for you to see the high quality of Burpee Seeds. Huge exquisite blooms, on long strong spikes that grow 2 to 3 ft. tall.
Rust-Resistant! Sturdy plants, base-branching, each with 8 to 18 spikes. All 3 Pkts. (value 75c) for just 10c—Send Dime Today!
Burpee's Seed Catalog FREE
All best Flowers, Vegetables, many new this year.
W. ATLEE BURPEE CO.
415 Burpee Building — at nearest city
Phila. 32, Pa. or Clinton, Iowa or Riverside, Calif.

FRUIT TREES, STRAWBERRY, RASPBERRY AND BLUEBERRY PLANTS
Bountiful
Nut and Shade Trees, Grape Vines, Flowering Shrubs, Evergreens. Over 80 years service to planters—Guarantees Satisfaction. New 176 page catalog illustrates, describes complete line—tells when, where and how to plant, prune, spray, cultivate for best results.
BOUNTIFUL RIDGE NURSERIES
Box N-11, Princess Anne, Md.

NUT Trees
EASY TO GROW – QUICK TO BEAR
New Thin Shell Thousand Bloom Walnut, Hardy Chinese Chestnut Orient Heavy Bearing Nuts. Persian. Also FULL LINE of Nursery stock fully described in Big Color Catalog. Write today.
Full Orchard to small home. Hedges, Screens. Apple, Pear or Peach, Ornamental fruit. Also full line of Standard Fruits. Nut and other trees, Shrubs, Berries, Vines, Roses, Evergreens.
DWARF Fruit TREES!
BIG FRUIT
FREE COLORCATALOG
W. ESTHAUSER NURSERIES, Box 19T, Sawyer, Mich.

DIFFERENT PLACES NEED DIFFERENT HOUSES

CONTINUED FROM PRECEDING PAGE

must be able to take the sun and still stay reasonably cool. This calls for a white roof. White reflects up to three-fourths of all the direct sun heat that hits it. Black absorbs almost all the sun heat; a black roof would become very hot. Reflective shiny metal roofing is as good as white, maybe better. But get the real thing: A corrugated tin roof, for example, may *look* shiny, but is not truly heat-reflective. The roofing material must be of a kind specially treated for heat reflectivity.

In the dry, clear Western air there is not much of the hot sky-glare that sometimes makes the Eastern ground does, and it The Western glare problem is *ground*-glare. The ground, bombarded by the violent sunshine, becomes much hotter than the Eastern ground does, and it sends out a strong heat radiation of its own. The Western landscape often consists of bare, stony mountainsides, treeless plains, perhaps wheat fields, sometimes actual desert. It is bright country; and this brightness means a portion of the sunshine bounces back from the ground and hits you and your house.

This makes another difference between Eastern and Western Climate Control. In the East a window picks up a lot of heat if it "sees" too much of the sky; in the West, if it "sees" too much of the ground. The same with any wall. In the East a wall picks up stray heat from the sky; in the West, from the ground. In the East you keep cooler if you shield walls and windows by roof overhangs or porches that cut off the sky view. In the West you keep cooler if you cut off your own view of the near-by *ground*. Use a patio, or simply a tall garden wall, a hedge; or a tall wooden fence. In blocking the line from your house to the near-by terrain, you also block the heat-glare from the terrain to your house. An Easterner finds this, at first, hard to believe. In the East a low house, surrounded on all sides by tall garden walls, would be hot for lack of breeze. In the West the same arrangement is cool.

You can see: A house that *acts* right for your climate *looks* right for your climate. Think about *your* climate before you build that house you "like the looks of."


1951 Planting Guide
EARL FERRIS NURSERY
Free BIG NURSERY BOOK
82nd Anniversary Catalog and Planting Guide
Our finest in 82 years! Gorgeous natural-color illustrations. Wonderful values in—
FERRIS NORTHERN GROWN EVERGREENS
Roses • Flowers • Shrubs • Shade Trees
Hundreds of attractive low-priced suggestions in this New 1951 Ferris Catalog FREE.
EARL FERRIS NURSERY
545 Bridge St. HAMPTON, IOWA

5 HARDY PHLOX $1
FIVE DIFFERENT COLORS
Guaranteed to Bloom This Summer!
A real bargain! Each a named variety—all labeled. Produce beautiful blooms June thru August. Fine for garden or borders. Write for *FREE* bargain catalog. Full descriptions of our complete line of quality nursery stock. Write today.
Ackerman Nurseries, 1790 Lake St., Bridgman, Mich.

SUB-ZERO ROSES!
NEW!
Hardiest of all Hybrid Tea Roses. Produce hundreds of large, perfectly shaped, fragrant flowers. Easy to grow. FREE BOOK shows color photos of new creations. Write Andrews Nursery, Faribault, Minn., Box 588


FREE COLOR CATALOG
BIG "King Size" SHADE TREES
FOR QUICK RESULTS
BARGAIN PRICES. Guaranteed quality; best varieties. Also Evergreens, Shrubs, Roses. Send for FREE Color Catalog today.
EMLONG'S Box 129 Stevensville, Michigan


Famous TYLER ROSES
Free Illustrated Catalog and "Hints on Care and Culture of Roses."
Trial Offer: Send $2.00 for four 2-year-old field-grown bushes, all different. World's best varieties guaranteed.
McCLUNG BROS. ROSE NURSERY
Route 5, Box 275-D Tyler, Texas


Lovely French Hybrid LILACS
SEND FOR FREE NURSERY CATALOG
Outstanding varieties selected by experts from the world-famed Highland Park collection in Rochester, N.Y. as best for planting in your yard. Send for "Red, White and Blue Collection: 1½'-2' GRADE
COUPON 3 for $5
FLOWER CITY, Inc.
13 LILAC LANE, EAST ROCHESTER, N. Y.
☐ SEND ME LILAC COLLECTION ($5 enclosed)
☐ SEND ME YOUR 1951 CATALOG
NAME_____
ADDRESS_____

THE AMERICAN STYL WHAT DELAYED IT

CONTINUED FROM PAGE 102

tional ornamentation which sw across the Atlantic like the pla to deface America for a coupl generations.

They canonized a seventee century architect named Fran Mansard, designer of an obt angled roof which had the dub advantage of giving more space and at the same time sorbing a maximum of summ heat, and the American stud seized upon that abomination Holy Grail of their profession

It may be asked how it happe that such artists as Cezanne Van Gogh and Renoir and Gau and Manet and Monet were pa ing in France during this per and all I can say is that they di rate with the Ecole des Beaux and that practically nobody America ever heard of them du the reign of the turreted man roof.

By 1875 the awful era in Ame was in full flower. Some his ans refer to it as the General G period, which is obviously ur inasmuch as the General k nothing and cared less about sort of art. Others call it Victorian period. But while Q Victoria may well have approve Italian palazzo with slate man roof circled by a frieze of w stone cupids and crenelated ba ments, and flanked by one sle minaret and one junior-sized zantine dome, further embelli by peaked Gothic windows fronted by a Corinthian colonn she really couldn't be blame the whole style.

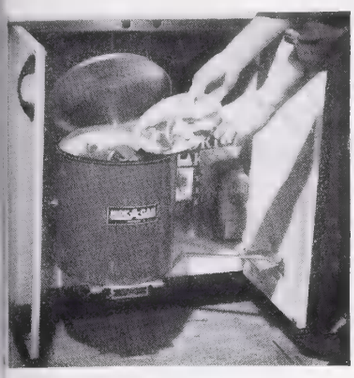
Blame in this country mus attributed to our own ingen enthusiasm for the French eleg of the day, an enthusiasm w carried us far beyond our i American gentlemen used sce mustache wax and American l exclaimed, "Ma foi!" and A can children were trained to their parents Mama and Papa accent on the last syllables.

The age of elegant nonsens dured for a long, long time, served as a major postponeme the day when Americans woul like themselves. American p buildings, office buildings hotels, as well as the mansio the well-to-do and middle homes, all shuddered under curse of the Ecole des Beaux cold in winter, hot in sum musty in spring and fall, an

(*Continued on page* 112)

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 31



This magical Hide-A-Can not only whisks into the open as you open the cabinet door, but raises its own top, to boot. Close the door, and down goes the lid as the can rides back into the cabinet. Steel, roller-bearing track of top-quality unit screws to cabinet base or floor-board. 12-qt. porcelain pail; red or white enameled metal can. $17.50. Fits right or left doors. Hammacher Schlemmer, New York, N. Y.

amp-Champ-Super sold us to the hilt on the back-saving virtues d convenience of "wearing" a ndry basket. The shoulder-slung astic pouch, a mere 8 ounces. es the clothes (up to 2 machine ads) without back strain: hangs the line or at your side while u pin them up and retrieve them. ouse the dried load with water d Damp-Champ delivers it damp-ed to a "T" for ironing. $2.95. orne's, Pittsburgh, Pa.





See-Shells ingeniously stack their storage cargo on a sliding tray insert that whisks the table or bed linens, towels, hankies, or whatnot, in and out without mussing. The rugged polyethelene cases fold under to seal in the contents. Ideal for sweaters, too, for mothproofing agents don't harm this plastic. Six 10" x 10" or 12½" x 7" cases, or three 12½" x 13", $1.50; 21½" x 16", $1 ea., Lord & Taylor, N.Y.C.

ith Tidy-Tray clamped to the leg of your baby bath, all eded tending paraphernalia is rched at your elbow. The service nex even supplies a removable nylite "hamper" for shed diapers d togs. Ledged top of the lift-off astic tray serves as a counter; its derside dispenses toilet tissue. e metal support stays put, al-ys ready for use. $2.20 complete. uminum Trimble Kiddie Bath 1.95, Gimbel's, New York, N. Y.





Any closet can have light these days. With Klozalite's 2-inch box screwed to a door-frame corner, light awaits you when you pull open the door. Close it and the light is out. Plenty of it, too, for Klozalite services a 25- or 40-watt bulb. For unwired closets, fixtures 12-foot cord plugs into a wall outlet; to modernize pull lights, just plug it into existing socket. $2.25. Crane's, 419 East 57th Street, New York, N.Y.

First Time These New Improved Queen Cushion Chrysanthemums sold at this special price.

4 Cushion MUMS $1.00 POSTPAID

the 4 QUEENS—Hundreds of Blossoms this Fall!



GUARANTEED to make your fall garden blaze with color— 1 rich bronze—1 deep crimson — 1 glowing purple — 1 golden yellow—all 4 for $1.00. Flowers are 2 to 3 inches across, cover entire plant and bloom year after year. Limited quantity. Avoid disappointment; order yours now. Satisfaction guaranteed.

FREE! 84 PAGE CATALOG

Inter-State's newest and largest catalog. 84 pages with natural color photos. Over 1000 guaranteed items, plus helpful gardening information. Included with every order—or send post card for free copy.

INTER-STATE NURSERIES

America's largest Direct-to-You Nurseries

BOX 811 • HAMBURG, IOWA



NEW SEED BOOK FREE

Ready now, WILL'S big new 80 page 1951 CATALOG. Contains the finest in flowers, vegetables, fruits, berries, trees, evergreens, farm seed and original Pioneer Hybrid Corn. 80 illustrated pages. Special low prices on mail order. Our 68th year. Write today for free copy.

OSCAR H. WILL & CO., Box 137, Bismarck, N. Dakota



AZALEAS

From Holland with larger flowers and a wider, better color range. Shown in full color in BIG, FREE 1951 CATALOG. Satisfaction Guaranteed. Write today.

KELLY BROS. NURSERIES, INC.

50 ROSE AVENUE, DANSVILLE, N. Y.

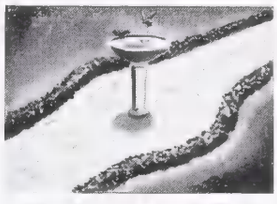
This Spring... have a

"MIRACLE GARDEN"

See Stern's new and exclusive plants in amazing

FREE 1951 SPRING CATALOG

This wonderful new Stern's Catalog is a "must" for every gardener--experienced or beginner! It contains many amazing and spectacular plants obtainable only from famous Stern's Nurseries. You'll find hard-to-get varieties, exciting ornamental trees and shrubs, amazing new fruits and berries to help make your home the envy of the neighborhood. Full of new ideas and helpful information. Expert gardeners say, "Don't miss Stern's 1951 Catalog". (NOT A SEED CATALOG)



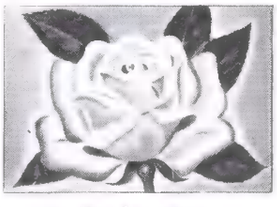
NEW STRAWBERRY BORDER featuring Superfection—NEW everbearing strawberry



Camellia-Flowered FLORABUNDA ROSE, new and exquisite rose



HARDY CHESTNUT TREES for shade and good eating



New Super-size PEACE ROSE, "the world's most perfect rose"

DON'T MISS THESE SENSATIONAL PLANTS

- Exclusive Miniature "ML-9" Dwarf Apples
- Super-size Peace Rose
- Camellia-Flowered Florabunda Rose
- Flame Flowering Almey Crab
- New Chestnut Shade Tree
- New Superfection Everbearing Strawberries
- Tree Roses and Rose of Sharon Trees
- Quick Crop Blueberries
- Quintuplet Apple – the one tree orchard
- Exclusive "VC" Dwarf Espalier Pears
- Quick Crop Fruit Trees
- Grapes for the home
- Tricolor Rose of Sharon —blooms in 3 colors
- Rare Winter-Flowering Witch Hazel
- Hardy Magnolias —and other Garden Aristocrats
- Giant Camellia-Flowered Begonias
- Everbearing Raspberries
- Prize-Winning Giant Exhibition Dahlias
- Evergreens for year 'round glory
- New Hardy Blue Hydrangea Domotoi

...and many more features In Stern's great new catalog

SEND NOW—EDITION LIMITED

FREE use coupon

To STERN'S NURSERIES

DEPT. D, GENEVA, N. Y.

Send me the FREE Stern's 1951 Spring Catalog, containing many Stern's Exclusives. (50¢ west of Miss. River)

NAME_____

ADDRESS_____

TOWN_____ STATE_____

Rootin' around..by BENE



"YOU AND YOUR HOT IDEAS...NOW I'LL CALL THE LOCAL ROTO-ROOTER SERVICEMAN"

Your local ROTO-ROOTER Serviceman provides prompt first aid for slow-running or clogged sewers and drain pipes. With his electric ROTO-ROOTER machine and its rapidly rotating blades he actually Razor-Kleens the line all the way to the main sewer... slick as a shave. Look for ROTO-ROOTER, general section, telephone book.

ROTO-ROOTER SEWER SERVICE

Free Book . . . How to Eliminate Sewer Trouble

ROTO-ROOTER CORP.

Dept. H-7, Des Moines 14, Iowa

A NATIONAL SERVICE AVAILABLE LOCALLY



32 Page Colorful ROSE CATALOG FREE!

140 varieties of all your rose garden favorites, All America Top-Ten Winners and the 1951 AARS Winners.

WRITE FOR YOURS TODAY!

A R P R O S E S I N C .

P. O. Box 178-E Tyler, Texas



Flowering SHRUBS

Add Beauty-Distinction to Your Home

Best varieties! Bargains in Roses, Fruits, Evergreens, Perennials. Send now for our Free Color Catalog.

EMLONG'S, Box 226 Stevensville, Michigan

Grow Your Own GERANIUM Plants

Save $5.00!



Burpee SEEDS 10¢

It's So Easy--start seeds soon in a sunny window. The plants you'll grow for 10c would cost $3 to $6 to buy! Wonderful for house plants, window boxes, and garden. Enormous flowerheads, gorgeous mixed colors. SPECIAL-20 Geranium Seeds 10c, with directions. *Send Dime Today!*

SEED CATALOG FREE

W. ATLEE BURPEE CO.

414 Burpee Building, *at nearest city:*

Phila. 32, Pa. *or* Clinton, Iowa *or* Riverside, Calif.

Beautiful Decorative NEW "RAINBOW" COLORED CORN



LOTS OF DECORATION AND FUN IN A PATCH!

A few Kernels of WILL'S "Rainbow Flint" produce long straight ears that are amazingly colorful. A riot of red, yellow, white, blue, and other colored grains on every ear. Wonderful for fall decorating. Only 35c for BIG PACKET with simple instructions. Also quantity prices on rainbow shelled or whole ears. WILL'S BIG 1951 CATALOGUE FREE. finest in flowers, vegetables, fruits, berries, trees, evergreens, farm seed and original Pioneer Hybrid Corn.

BIG PACKET 35c

OSCAR H. WILL & CO. BOX 135 BISMARCK N. DAKOTA

THE AMERICAN STYLE—WHAT DELAYED IT?

CONTINUED FROM PAGE 110

fensive to the eye and inconvenient at all seasons.

Another delay, paradoxically enough, was caused by the March of American Progress. Someone had invented the power scroll saw and a wood-carving machine which made it possible to lift ornamentation in wood to a point never dreamed of by anyone except a Latin baker of wedding cakes—and do it very cheaply, too. Someone else discovered it was nonsense to carve rosettes, cupids, foliage, and gargoyles from stone when they could be standardized and made in quantity from cast iron. Another genius among the iron mongers developed a method of producing aesthetic lawn decorations such as stags, dogs, and chubby little boys holding sheet-iron umbrellas over chubby little girls.

THE great orgy of architectural elegance exploded in 1893 with the World's Columbian Exposition in Chicago, and it has been said it set American architecture back at least 50 years. Certainly it delayed the American Style.

In six months there were more than thirty-one million paid admissions, or half the total population of the United States at that time, and probably a majority of those attending came from rural districts. To those from the farms and ranches and country towns, the Chicago World's Fair represented the height of culture. If their innate sense of good taste was offended by the banana-shaped "Spanish Romanesque" Fisheries Building with its "liberal use of color contrasting agreeably with classic architecture of the neighboring buildings," they took it for granted that their innate sense of good taste was at fault and kept very quiet about it. After all, ten of the leading architects in America—five from Chicago, three from New York, and one each from Boston and Kansas City—had designed this two-mile-long collection of buildings to surpass anything the world had ever seen, and, if the little woman from Kokomo was made slightly dizzy by the profusion of huge, glittering anomalies, she took a deep breath and thanked God for this wonderful opportunity to improve herself.

The builders of the Chicago Fair had one principal goal and that, as they said frankly, was to eclipse the Paris Exposition of 1889. The Administration Building was "the gem and crown" of the Exposition, according to the *Guide to the World's Fair* published by *The Religious Herald* of Hartford. It was designed by Richard M. Hunt of New York, president of the American Institute of Architects, and graduate of Beaux Arts. The building was very splendid with a gilded dome 260 feet high.

Mr. Hunt had also built a lot of permanent buildings in the United States, among them the residence of William K. Vanderbilt, which stood on Fifth Avenue at Fifty-Second Street, and which an architectural writer in *Century Magazine* for February, 1886, called "the most beautiful house in New York."

The Vanderbilt mansion was quite a house, all right, and it showed that Mr. Hunt had learned his lessons at the Ecole. The exterior was well-ornamented with profuse and delicate appurtenances such as suspended semi-altars, Gothic pulpits, Spanish balconies, Italian dormers, at least one splendid Persian minaret complete with platform where the muezzin could cry out his prayers in case somebody needed them; weathervanes, gargoyles, pseudo-sentry boxes, lightning rods, a plethora of chimneys, a statue way up on the peaked roof that looked like Benjamin Franklin entering Philadelphia with a loaf of bread under his arm, but probably wasn't; a statue somewhat lower of an unidentified child sitting on a pottie; a sort of flying bridge tacked onto a front corner where the Vanderbilts could have kept their fresh vegetables—only they'd have needed a ladder to reach it; and enough scroll work to sink a coal barge and not a little canal barge either.

After Mr. Hunt built this one, the French elected him one of the seven foreign members of their Academy.

By this time, the country was getting pretty big. The winds of French fashion blew hard, but they still couldn't reach every outpost. America's great Southwest, for instance, had been touched but lightly by the era of elegance, bec Paris-trained architects could far richer fields for their art where, and uncluttered ran and townspeople of the South not knowing any better, natu built for utility and comfort account of the scarcity of material, they were inclined t sun-baked adobe brick for buil and it's well-nigh impossible to meaningless knickknacks on adobe house. The material f builders to follow simple, tional lines and they often ach a chaste beauty that fit nicely the landscape. Because of th mate and dearth of native s the Spanish-Americans lik build around a patio and this adopted so enthusiastically Anglo-Saxon settlers that the may be regarded, at least re ally, as part of the American

The adobe house, cool in mer and warm in winter, ha practical drawback in its first —the early builders did not ize the importance of an air between the thick outer walls the inner walls even in a climate, and the house sm like a musty basement. The however, something fundam about adobe brick that defies sense. Even those modern tects who seek to be origin all costs in building so-called houses and carry the gosp functionalism into absurdity, it almost impossible to play and loose with adobe.

IN OTHER parts of the co one thing or another continu impede the development o American Style. But even at time there were occasional b for freedom. One of the earlie volts toward sanity started i Middle West toward the end Nineteenth Century when some dle-class people who didn't g rap for culture, French or other began building houses for liva Mostly they didn't employ an tect at all but called in a glo



enter who called himself a ractor and said, "Look, Joe, t a lot over here at Seventh Peradventure Streets and I to build a good house but ing fancy on it. The missus I kind of figure we want about n or eight rooms and a cellar attic. The missus, she says she s a good-sized settin' room nstairs, maybe about 20 by 15, a dining room and kitchen butt'ry and a front hall with steps in it, and upstairs three our bedrooms with closets and f these new-fangled bathrooms plete with water closet, and n in the cellar a furnace with s to all of the rooms. Can you me an estimate?"

id Joe would say, "Sure. You brick or frame, and you want piped for gas and electricity." id when these minor details settled, Joe would put up a undistinguished house which a plain rectangle except for a window or two and a gable in oof. The house may not have a thing of beauty, but it still not an insult to the rational It did not pretend to be a sized chateau or the palace junior doge of old Venice. s just the home of Bill Smith grocer and his family, and, certain limitations, it was y satisfactory.

the carpenter didn't know about what an architect d have called fenestration. He put in fairly good-sized win- where there seemed to be a for windows. Ventilation was t all scientific and some rooms contrary about heating in the r, and the west bedrooms got y hot in summer even with the s drawn, but all in all the n house was a comfortable , at least when compared to Robinsons' mansard mansion. d the house of Bill Smith the r was, I think, the real an- r of the American Style in tecture rather than the colo- Georgian, Dutch, or Cape Cod, because it was strictly New World. It was not pseudo-Greek or pseudo-feudal or pseudo-anything. It was plain and it was homely, but it was indigenous and unpretentious and it worked well enough to make the Ecole des Beaux Arts monstrosities seem ridiculous.

Architects could sneer at Bill Smith's home, but it actually opened their eyes to the facts of life. No matter what poems in bricks, stone, stucco, or pine they might evolve, their houses had to work at least as well as Bill Smith's or there was no sale.

OF COURSE, the brighter young architects, being scientific as well as artistic and well-grounded in the basic principles of their profession, were able to improve on Bill Smith's house. They were able to develop various designs for homes which not only worked far better than Bill Smith's but were beautiful at the same time. That, I think, was the next step toward the American Style as far as residences are concerned, because these bright young architects for the first time in American history began to break the chains which bound them to the Greek and Roman and Lombard and Byzantine and Ecole des Beaux Arts and were looking at Bill Smith's house that Joe the carpenter-contractor built from figures he worried out with a chewed lead-pencil on the back of a couple of old envelopes.

To look at Bill Smith's homely house one might never guess how potent its part was in America's artistic history. It is difficult to think of Bill Smith's house in connection with art. But the truth is that America needed a purging of its nineteenth-century nonsense, of the Ecole des Beaux Arts and of the Chicago World's Fair before it could look at itself with a clear, unfevered eye. Bill Smith's house played its part in that purging, although Bill Smith and Joe the carpenter probably would have resented that job being assigned to their house.

The population of the United States at the beginning of the Twentieth Century was made up of peoples from virtually every land under the sun, millions of whom had arrived since the close of the Civil War. They all brought their distinctive cultures with them and, in a way of speaking, threw these cultures into the common melting pot as they themselves became assimilated as Americans.

While American culture is basically indigenous, it is at the same time a subtle fusing of all other cultures. And sometimes in this fusing the necessarily unstable mixture goes awry and develops aberrations. We have always had silly fads and no doubt always will.

Such was the case when the Metropolitan Museum opened its American Wing in 1924. Basically, this wing was extremely good and interesting. But, unfortunately, a coterie of decorators misunderstood and exaggerated its significance, seizing upon the form rather than the spirit, to start a senseless early American craze.

The French Horror had threatened again during the first World War when Americans were moved to admiration for the gallantry of the Poilu at Verdun, and once more it burst forth briefly like the scabies with the Paris Exposition of 1925. Apparently the French Horror is always endemic in America, especially in spots like Hollywood. The virus seems to be unfilterable and doubtless we must expect and prepare for periodic outbreaks.

THE young architect seeking recognition is always under temptation to create something startling, and he may carry an essentially good innovation to such extremes that the innovation loses its merit and becomes an abomination. I think there is real danger of this even in some of the extravagantly severe versions of the practical, livable, modern house. Chastity is not always the greatest of virtues—not when it conflicts with common sense.

We must not be discouraged if the time comes when nonsense seems to be gaining control again. New fads are almost inevitable. Our progress has always averaged three steps forward and two back, although we sometimes slip four or five. Prospects are more favorable than ever before now that the American Style has finally emerged to be recognized, and we have something chaste and clean to cling to even in the most violent storms of artistic depravity. We know the American Style will endure because it is *right*.

IMPORTANT NOTICE TO SUBSCRIBERS

If you are going to move, it is necessary that the proper notification e made at the earliest possible moment so that you may continue to re- ive your copies of HOUSE BEAUTIFUL without interruption.

Such notification should be made to HOUSE BEAUTIFUL by letter, post card, post office form #22S, giving the old address as well as the new, with ostal zone number if any. You should also notify your local post office on ostal form #22 of your change of address.

Since considerable time is required to process a change of address, ou are urged to advise the HOUSE BEAUTIFUL Subscription Department as on as you know your new address, preferably five weeks in advance.

HOUSE BEAUTIFUL Subscription Dept.

250 West 55th Street
New York 19, N. Y.



"Virdans AFRICAN VIOLETS are the healthiest, most beautiful I've ever found."

Yes, they are big beautiful plants out of 3" Pots—in bud or bloom—ready to take a prize at any show. Guaranteed, Safe Delivery and satisfaction or your money cheerfully refunded!



BLUE VARIETIES	Lady Geneva—White Edge Blossom	$3.50
	Bronze Blue Girl Hybrid	3.50
	Sailor Girl	3.50
	Purple Girl	3.50
	Neptune Supreme	3.50
	Mentor Boy	2.25
DOUBLE	Double Neptune	3.50
RED VARIETIES	Red King	3.50
	Bronze Red Girl	3.50
ORCHID, LAVENDAR VIOLET SHADES	Bronze Lavender Girl	3.50
	Orchid Wonder	3.50
	Gorgeous	3.50
	Lavender Bicolor	3.50
	Gorgeous Bicolor	3.50
	Violet Beauty	3.50
PINK VARIETIES	Pink Girl	3.50
	Pink Beauty	2.00
WHITE VARIETIES	Snow Prince	3.50
	White Beauty (Blue Eye)	3.50
	White Girl (Blue Eye)	3.50
	White Hybrid	2.50

All plants shipped insured mail, guaranteed to arrive in good condition.

WE PAY POSTAGE



VIRDANS **FIRST AID KIT** for African Violets

Contains everything you need to control those insect pests. Convenient, easy to use, full instructions with kit. Complete kit by mail for only $3.00, Postpaid.

VIRDANS
"MAGIC" SOIL

Will make your violets bloom. Plants repotted in this soil bloom "like magic". Thousands of users coast to coast. 2 lbs. for $1.25 postpaid. Order today.

Windowsill Greenhouse for African Violets, starting seeds, terrarium. Clear plastic cover, hinged vent at top. Bright red base. Moulded of heavy Styrene, 5½" x 7½" x 5" tall. This Greenhouse with any two above plants and 1 bag of Soil, $9.95 postpaid.

Genie Planter. Heavy plastic 8" x 4" x 4". Water tray in base keeps plants supplied, makes possible weekly watering for African violets, other plants. Genie Planter with any 2 above varieties and 1 bag of Soil for $7.95 postpaid.



WIK-FED POTS
Perfect for African Violets

Water in base is drawn up through Fiberglas wick, forming ideal growing condition. Pots 6 different colors, durable Styron plastic; bases black. Beautiful in any home. One pot, base, and wick complete $1.15 postpaid; 6 sets for $6.

Send for our African Violet circular.

VIRDANS FARMS
Box 123-V Phelps, New York



For those who appreciate the finest

Baker Furniture, Inc.

CABINET MAKERS

20 MILLING ROAD, HOLLAND, MICHIGAN

For your copy of the "Baker Guide To Good Furniture" please send 25c.



To dispense heart-warming hospitality smartly, proudly—and in the modern manner—grace your table with the elegance of this sophisticated 14-piece Punch or Beverage Set of brilliant, hand-wrought crystal, an exclusive design by those famed West Virginia Glass artisans . . . The generous snifter-shaped Footed Bowl, holding 9⅜ quarts; the graceful, hand-sculptured ladle; and the 12 lustrous 6-oz. Handled Cups all blend perfectly . . . All open stock—and you'd be amazed how modestly priced! (Made entirely by hand, in America.)

When buying stemware, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—smart, modern design—open stock available—at conservative prices. At gift, jewelry and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, West Virginia.

WEST VIRGINIA GLASS WESTON, W.VA.

WEST VIRGINIA *Glass*

HOW TO BETTER YOUR HOME . BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home . . . better your LIVING." An asterisk (*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

Home Furnishings

CHINA, GLASS, SILVER & TABLEWARE

92 Blue Ridge Skyline Dinnerware
Inside Back Cover *Booths English Tableware
Inside Front Cover Gorham Sterling
95 *Wedgwood Dinnerware
114 *West Virginia Glass
31 *Russel Wright American Modern

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

90 Vikon Vinylite Plastic Upholstery by Bakelite

FIREPLACES & ACCESSORIES

91 *Heatilator Fireplace

FLOOR COVERINGS (RUGS & CARPETS)

101 Bloomfield Rug Material
26 *Olson Rugs
33 Spongex Rug Cushion
101 Priscilla Turner Hooked Rugs

FURNITURE

114 *Baker Furniture
96 *Berk-Lock 3 in 1 Chair
92 Futorian Furniture
88 Jamestown Carol Nash Chair
10 Masonite Hardboards for Furniture
28 *Sieling Modern Furniture
102 *Tell City Chairs
94 *Union-National Unite Double Dresser

LINENS & BEDDING

88, 39 Cannon Mills DuBarry Towels
5 Fielderest Mills
101 *Merribee Art Embroidery
9 *Utica Beauticale Sheets

RADIOS, PIANOS, MUSICAL INSTRUMENTS

29 GE Clock-Radio
98 *RCA Victor Records
101 V-M tri-o-matic Portable Phonograph

SHADES, BLINDS, WALL COVERINGS

28 C. W. Stockwell Wallpapers

MISCELLANEOUS FURNISHINGS

88 *K-Veniences Closet Fixtures
97 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

93 * Monarch Malleable Ranges

HEATING, VENTILATING & AIR CONDITIONING

97 *Continental Glassheat
91 *Heatilator Fireplace
102 *Webster Base Board Heating
101 Williams Oil-O-Matic Oil Burner

INSULATION

31 *Johns-Manville "Blown" Rock Wool Insulation

WINDOWS & DOORS

87 Thermopane

MISCELLANEOUS BUILDING

98 *Cutler-Hammer Multi-Breaker
91 Dow Flakes
2 *Portland Cement Association
19 *Weldwood Plywood Walls
96 *Romany Clay Tiles

Gardening

FENCES, GREENHOUSES, TOOLS & MISC. GARDEN ACCESSORIES

102 Briggs & Stratton Engines for Ga Equipment
109 *Gravely 5-HP Tractor
102 *Orlyt Greenhouse
102 *Rusticraft Wooden Fences & Gat

SEEDS, BULBS, NURSERIES

104, 109
110 *Ackerman Nurseries
108, 110 *Andrews Nursery Co.
105 *Armstrong Nurseries
112 *Arp Roses
109 *Blue Springs Nursery
110 *Bountiful Ridge Nursery
110 *Brecks Seedsmen
104, 108, 109, 110,
112 *W. Atlee Burpee & Co.
102 *Champlain View Gardens
20 Colorado Carnations
107 *Conard-Pyle Co.
108 *Drumcliff Co.
110, 112 *Emlong Nursery
110 *Earl Ferris Nursery
110 *Flower City
109 *Geneva Gardens New Garden Bo
103 *Germain's
107 *Peter Henderson & Co.
111 *Inter-State Nurseries
3 *Jackson & Perkins Co.
1 *R. M. Kellogg Co.
104, 109,
111 *Kelly Bros. Nurseries
107 *Gerard K. Klyn's Little Rose Bo
108 *Krider Nurseries
110 *Kunderd Gladiolus Farm
108 *Maloney Bros. Nursery Co.
110 *McClung Bros. Rose Nursery
106 *Alfred Moses
108 *Musser Forests
109 *National Landscape School
108 *Rex D. Pearce
104 *O. M. Scott & Sons
106, 108 *Spring Hill Nurseries
111 *Stern's Nurseries
106 * Suttons of Reading England
109 *Three Springs Fisheries
106 *Totty's
108 *Ty-Tex Nurseries
104 *Vaughan's Seed Store
113 *Virdans Farms
107 *Wayside Gardens
104, 108
110 *Westhauser Nurseries
106 *Willis Nursery Co.
108, 111, 112 *Oscar H. Will & Co

Foods & Beverages

95 Cresta Blanca Champagne
98 *Myers Rum
30 Sell's Specialties, Inc.

Stationery & Cards

101 *Friendship Greeting Cards

Travel

99 *Cuban Tourist Comm.
99 *British Railways
Back Cover *Grace Line
100 Italian State Tourist Office
100 *La Province de Quebec
100 *Orange County Chamber of Commerce

Miscellaneous

101 Loew's, Jewelry Brokers
112 *Roto-Rooter
101 *"little Joe" Wiesenfeld

Department, Furniture, Jewelry & Specialty Store

21 *J. F. Day & Co.
21 Giftorium
17 R. H. Macy & Co.
27 *Spiegel, Inc.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS

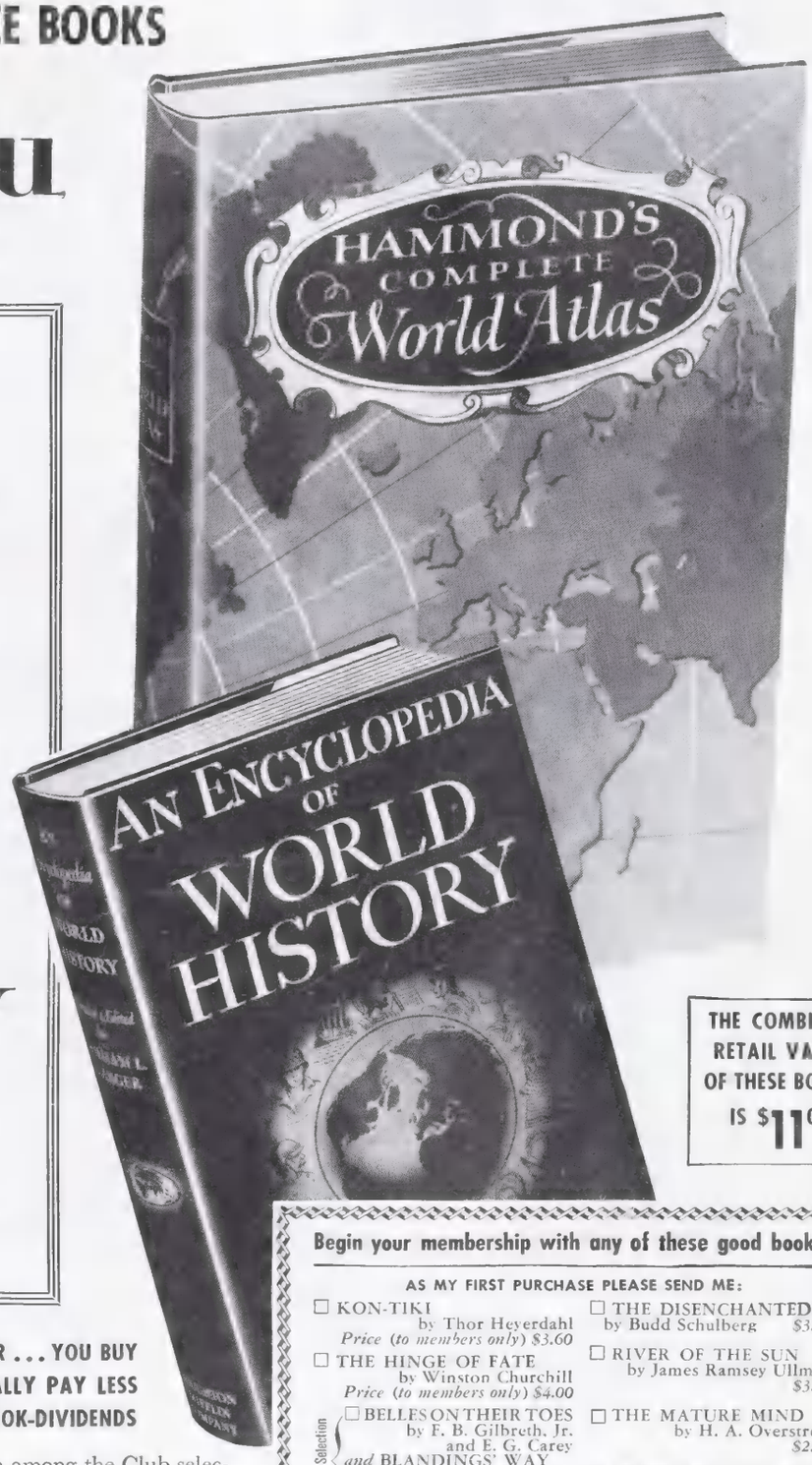

House Beautiful
FEBRUARY
50¢
55¢ IN CANADA
The American Style
in Gardens

TO DEMONSTRATE the kind of worthwhile library volumes members regularly receive, FREE . . .

THESE TWO INVALUABLE REFERENCE BOOKS

Given to you

IF YOU JOIN THE BOOK-OF-THE-MONTH CLUB NOW AND BUY AS FEW AS FOUR SELECTIONS A YEAR



HAMMOND'S COMPLETE World Atlas

216 PAGES OF FOUR-COLOR MAPS • 160 PAGES OF TEXT AND CHARTS • ACTUAL SIZE 6½" x 9¾"

A BRAND-NEW atlas containing detailed maps of each state of the United States, individual countries of all continents, illustrated gazetteers, world statistics, etc. Makes the news more understandable; invaluable for children in schools; handy size . . . always convenient to use.

and

AN ENCYCLOPEDIA OF World History

1270 PAGES • 60 PAGES OF MAPS

COVERS all of recorded history, from ancient times down to 1946 and World War II. Invaluable whenever you want to know the exact historical background of what you are reading, whether it is a book of fiction or non-fiction, a magazine or a newspaper article.

THE COMBINED RETAIL VALUE OF THESE BOOKS IS $11.00

As a member **YOU MAY BUY AS FEW AS FOUR BOOKS A YEAR . . . YOU BUY ONLY SELECTIONS YOU INTEND TO BUY ANYWAY . . . YOU USUALLY PAY LESS FOR THEM . . . YOU SHARE IN MILLIONS OF DOLLARS WORTH OF BOOK-DIVIDENDS**

YOUR CHOICE IS WIDE: In addition to the monthly selections, the Club makes available Special Editions of widely-discussed books. *Thus your choice is wide, at least 75 books a year.* Whenever you think the selection is a book you would *not* enjoy, you send back a form (always provided) specifying some other book you may want. Or you may simply say: "Send me nothing."

WHAT YOU PAY . . . AND HOW: You simply pay *the special members' price* for each selection you buy, which is usually lower than the regular retail price. A bill is mailed with each book you indicate you want. (A small charge is added to cover postage and mailing expenses.)

BOOK-DIVIDEND PLAN . . . WHAT IT IS: After your first purchase, with every second book you buy—from among the Club selections and Special Editions—you receive a Book-Dividend. This member-profit-sharing is similar to what happens in any consumer co-operative. A fixed percentage of what each member pays is invested in enormous editions of other books, and these are the Book-Dividends you receive as a member. *An average of two million dollars' worth of free books (retail value) during every two-month period is now distributed among members.*

GOOD SENSE FOR READING FAMILIES: *Why not buy from the Club the monthly selections you would buy anyway?* You will usually pay less for them and you will share in the Club's Book-Dividends. And, not least, you will actually get and read particular new books, which you are anxious not to miss.

Begin your membership with any of these good books:

AS MY FIRST PURCHASE PLEASE SEND ME:

- ☐ KON-TIKI by Thor Heyerdahl *Price (to members only)* $3.60
- ☐ THE HINGE OF FATE by Winston Churchill *Price (to members only)* $4.00
- Double Selection: ☐ BELLES ON THEIR TOES by F. B. Gilbreth, Jr. and E. G. Carey *and* BLANDINGS' WAY by Eric Hodgins *Combined price (to members only)* $3.75
- ☐ THE DISENCHANTED by Budd Schulberg $3.50
- ☐ RIVER OF THE SUN by James Ramsey Ullman $3.50
- ☐ THE MATURE MIND by H. A. Overstreet $2.95
- ☐ BOSWELL'S LONDON JOURNAL Edited by F. A. Pottle $5.00

BOOK-OF-THE-MONTH CLUB, Inc. A1362
345 Hudson Street, New York 14, N. Y.

Please enroll me as a member of the Book-of-the-Month Club.* I am to receive, free, HAMMOND'S COMPLETE WORLD ATLAS and AN ENCYCLOPEDIA OF WORLD HISTORY. These will be sent with my first purchase indicated above. Thereafter for every two monthly selections—or Special Members' Editions—I purchase from the Club, I am to receive, free, the current Book-Dividend then being distributed. I agree to purchase at least four monthly selections—or Special Members' Editions—from the Club during the first year I am a member, and I may cancel my membership any time after buying four such books from the Club.

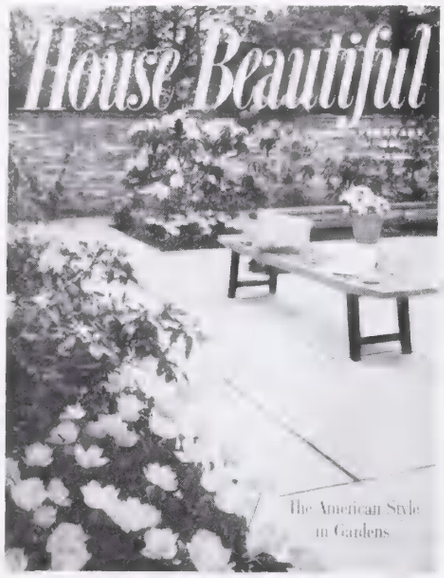
Name .....
(Please Print Plainly)

Address .....

City ..... Postal Zone No. (If any) ..... *State* .....

Book prices are slightly higher in Canada, but the Club ships to Canadian members, without any extra charge for duty, through Book-of-the-Month Club (Canada), Ltd.

*Trade-Mark of Book-of-the-Month Club, Inc. Reg. U. S. Pat. Off. and in Canada



On our cover is the small city garden of Mr. & Mrs. T. Dayton Davies, Seattle. Landscape architect, Otto E. Holmdahl, converted what is actually a front yard into an American Style living area. The Davieses can step directly from their living room into the garden. Wall insures privacy. In the foreground are "Peach Blossom" tulips and Lady Montagu rhododendrons. Mirror pool is flanked with more rhododendrons—Mrs. G. W. Leak (bicolor) and Mrs. C. B. Van Nes (right). Ecktachrome by Maynard L. Parker.

Vol. 93 No. 2

FEBRUARY 1951

The magazine dedicated to the business of better living

ELIZABETH GORDON
Editor
RICHARD E. BERLIN
President
RICHARD A. HOEFER
Publisher

FRANCES TAYLOR HEARD
Home Furnishings Editor
ROBERT W. CARRICK
Managing Editor
CHARLOTTE EATON CONWAY
Equipment and Appliances
JAMES MARSTON FITCH
Architectural Editor
MARION GOUGH
General Features and Textiles
PATRICIA GUINAN
Window Shopping
DR. JOSEPH E. HOWLAND
Garden Editor
HELEN LITTLE
Merchandise Editor
SARA LITTLE
Decoration
ELAINE NEAL
Decorating Adviser
JULIE POLSHEK
"It's Worth Mentioning"
MARY ROCHE
News Editor
MARION ROWLAND
Copy Editor
MARY SHEPHERD
Decoration
LAURA TANNER
Decoration
RICHARD WILLIAMS
Music
KENNETH YOUNG
Decoration

STAFF CONSULTANTS

MILES L. COLEAN
Building Adviser
JULIUS GREGORY
Consulting Architect
WILLIAM MANKER
Color Stylist
CLIFF MAY
Construction
RAYMOND RITCHIE
Assoc. M. Amer. Soc. C. E.

GARDENING

When Is a Garden American Style?....53-59
Low Upkeep Doesn't Mean "No Flowers"....60-61
The New Kind of Garden Pampers Us—Not the Plants....62-63
How to Double Your Outdoor Living with Radiant Heat....64-65
Even Period Houses Can Have the New Kind of Garden....66-67
The American Style Garden Is Informal and Natural....68-75
What Counts Is Close-up Beauty....70-71
How to Use Water in Your Garden....72-73
Naturalism 20 Feet from a Superhighway....74-75
Why Has America Invented Its Own Style in Gardens?....76-79
Why Is This an American Style House?....80-83
See How Much Living You Can Get in a Garden 12 x 30....86-87
How to Garden When You Rent....88-89
Two-Level Gardening Starts with Steps....147
The Man Behind the Hoe....150
When the Driveway Passes the Front Door, Feature Your Entrance Planting....151

BUILDING

Why Is This an American Style House?....80-83
Let Your Kitchen Do the Work....84-85

DECORATING

A Private Slum-Clearance Project....90-97
Your Taste Is Better than Its Reputation....98-99

CLIMATE CONTROL

See How Much Living You Can Get in a Garden 12 x 30....86-87

FOOD AND ENTERTAINING

What Is a Good Party Menu?....100-101
Pantry Shelf News....133-134

HOUSEKEEPING AND MAINTENANCE

Let Your Kitchen Do the Work....84-85
It's Worth Mentioning....119
Take It Easy, Lady!....137

TRAVEL

How to Leave Home and Like It....48
If Your Home Is Your Hobby, Take a Trip to Scandinavia....102-104

OTHER FEATURES

Men of Music....8
Window Shopping....10-47
Your Dimes May March for You....128

ADVERTISING INDEX....157

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES, INC., 572 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES. & TREASURER; A. S. MOORE, VICE-PRES.; ROBERT R. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MC CAULEY, SECRETARY. COPYRIGHT 1951 BY HEARST MAGAZINES, INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., BOSTON 16; 326 WEST MADISON ST., CHICAGO 6; 715 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 17; 530 HEARST BLDG., SAN FRANCISCO 3; RHODES-HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $5.00 FOR ONE YEAR; $7.50 FOR TWO YEARS; $10.00 FOR THREE YEARS. CANADA, $5.50 FOR ONE YEAR; PAN-AMERICAN COUNTRIES AND SPAIN, $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING." REGISTRATIONS PENDING, "PACE-SETTER HOUSE" AND "CLIMATE CONTROL." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 23, 1943, AT THE POST OFFICE, NEW YORK, UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

TOWLE'S

French Provincial

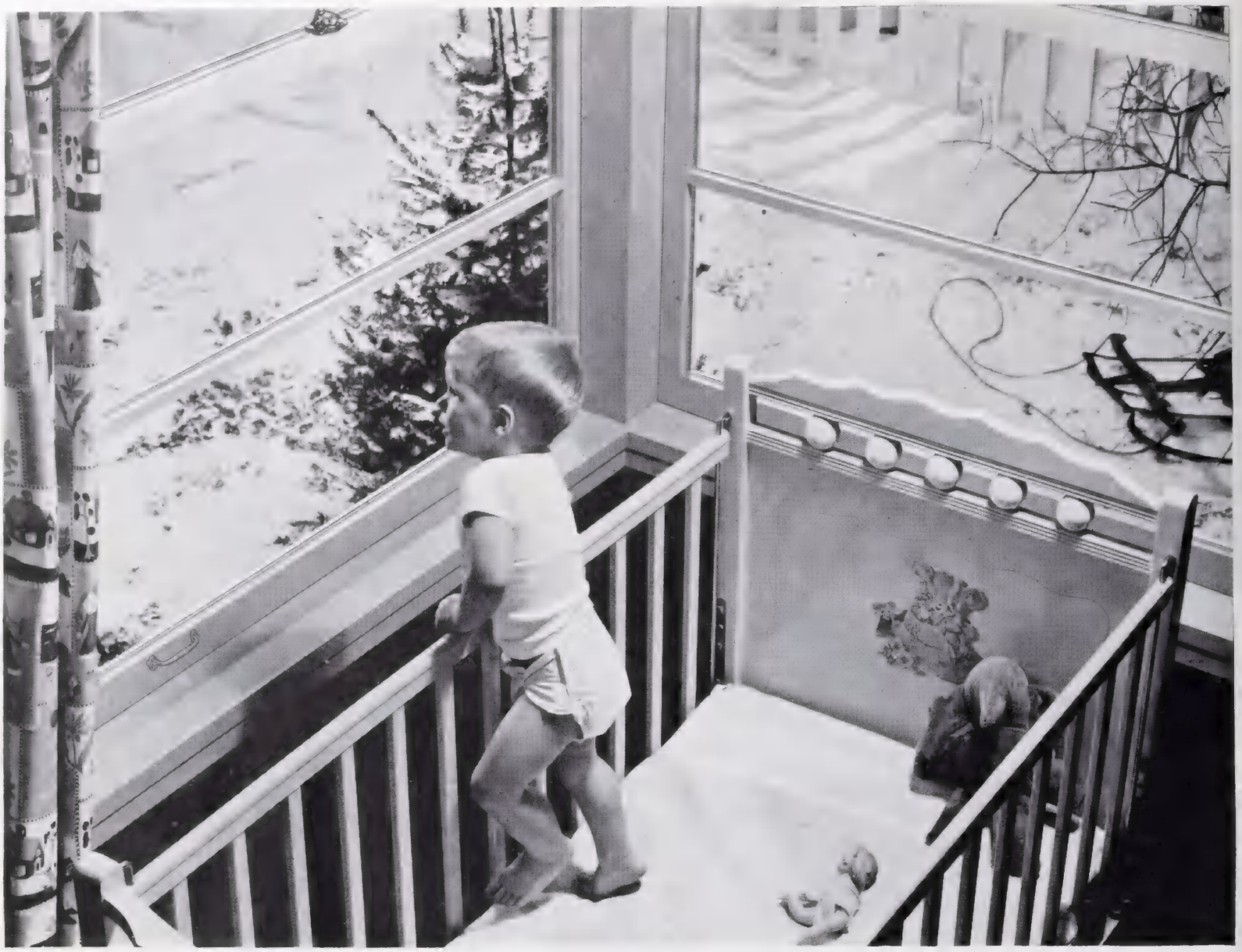
A charming, light-hearted pattern of traditional curves and simple detail, its graceful panel crowned with a rose . . . French Provincial is just one of the many exquisite solid silver patterns made by TOWLE for today's living.

TOWLE STERLING

NEWBURYPORT, MASSACHUSETTS

Send 10c in coin to Dept. H2, Towle Silversmiths, Newburyport, Mass., for *How to Build Your Own Collection of Towle Sterling* . . . table settings, sizes of pieces, ways to collect your Sterling.





HOW TO KEEP WARMER—*with a blanket of AIR!*

Yes, air. It's hermetically sealed between two panes of glass in the modern windowpane—*Thermopane** insulating glass. What a difference it makes!

With *Thermopane* you don't have to move away from your windows in cold weather to avoid drafts. It's like adding a couple of feet to your rooms.

Thermopane cuts in half the heat you lose through single-paned windows. That saves fuel—plenty. Cuts down frost and steam on windows, too.

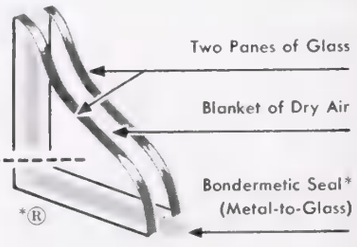
And what a boon to the man of the house . . . this self-insulating window stays in all year. No storm sash to put up or take down. Or wash or paint. *Thermopane* is installed when your house is built—and your window insulating job is done once-and-for-all.

You can use *Thermopane* in every window in the house—picture, double-hung, casement, sliding, awning—any type of window. Your L·O·F Glass distributor or dealer, or your building supply dealer, can tell you all about it. Or write for *Thermopane* booklet. Libbey • Owens • Ford Glass Company, 121 Nicholas Building, Toledo 3, Ohio.

*®

L·O·F GLASS *Thermopane* LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES

FOR BETTER VISION SPECIFY THERMOPANE MADE WITH POLISHED PLATE GLASS





TO CREATIVE CHILDREN WHOSE PARENTS WANT THEM TO LOVE, UNDERSTAND AND GROW WITH GOOD MUSIC

The Children's Record Guild offers

ABSOLUTELY FREE

ONE OF THESE DELIGHTFUL UNBREAKABLE 10" RECORDS



FREE for children 2-4
TRAIN TO THE ZOO

he two, three and four-year-olds ill run and jump, creep on all ours, push like engines, roll like ears, bend and sway—the richest ind of musical experience. Even ie youngest can learn these ex- ting Train and Animal songs.

FREE for children 5-8
RIDE 'EM COWBOY

Authentic cowboy music and delightful story that invite your child to "round up" the cattle, sing around the campfire, and gallop across the open prairie. Gives him rhythmic training, and an introduction to American folklore.

BECAUSE your boy or girl, like all children, needs and loves music, songs, stories, facts and play ideas prepared especially for his age—we invite you to send for a delightful new record created by The Children's Record Guild, *absolutely free.* We make this offer so that you may conveniently discover this new plan for helping your child enjoy, understand and grow with *good music.* "Good music" for your child is music that he hears . . . sees . . . feels . . . IS—music that transforms him into a galloping horse, a dashing fireman, a rocking boat, or a swimming fish. It is music that contains the simple rhythms, melodies and musical ideas which gave birth to great symphonies and dance forms . . . music which one day will lead your child to an appreciation of the masters.

We will include with your free record a booklet—"Your Child Is Musical"—also absolutely free. In this fascinating booklet leading teachers, child guidance experts and musicians explain what music can do for your boy or girl, how you can help him obtain the greatest pleasure and benefit from the music he hears, and how to keep his natural love for good music alive and growing—a companion and treasure for all his years.



FREE FOR YOU—
'Your Child Is Musical'



For the first time, an insight to the role of "culture" in your child's life and the important part that music plays.

ENRICH YOUR CHILD'S LIFE FOREVER WITH MUSIC

through This Approved Plan That Brings Your Child Wonderful New Records Every Month

AT ONLY $1.00 EACH

he Children's Record Guild creates for its young embers in each age group (2 to 4 and 5 to 8) a ew unbreakable record every month. And, to ake sure that every selection delights and enter- ins children, each is pre-tested in nationally mous nursery and primary schools, under the pervision of many of the nation's leading au- orities. The material and ideas for the records e based on the latest universally accepted find- gs announced by such renowned experts as Dr. elix Guenther at the Connecticut State Teachers ollege; Edna Buttolph at the Bank Street Schools Harriet Johnson Nursery School); Beatrice Lan- eck at the Mills School for Nursery and Primary lucation; and many others.

Games, Songs, Stories, Music

very Children's Guild record contains something real and lasting value for your boy or girl. hey teach him new skills or games, singable ngs and fascinating stories. Every selection en- ourages your child to "join in" and find carefree nd healthful expression for his own imaginative eas.

And, finally, every 10-inch, unbreakable Chil- en's Guild record is superbly performed by well nown musicians, singers, and actors; and record- l with the same high-fidelity techniques used for e finest adult records. They are mailed in beau- tifully-illustrated jackets, containing complete lyrics and information for both parent and child.

Send for Free Record and Booklet—Now!

See for yourself how much these records add to your child's happiness and growth. Help him discover the wealth of wholesome play ideas, fascinating songs and stories, and irresistible humor, which abound in Children's Guild records. Start your child now toward a fuller appreciation and enjoyment of good music by mailing the coupon at once. We will promptly send your child the gift record for his or her age group, and a copy of the booklet "Your Child Is Musical"—both ABSOLUTELY FREE, and will reserve a membership in your child's name. If, after enjoying the free record and booklet for 10 days, you decide not to join the Guild, you may cancel the reservation by merely mailing us a post card or letter to that effect. Otherwise, as a member, your child will receive a Children's Guild record appropriate to his age every month, and you will be billed for only $1.00 plus a few cents for tax and shipping for each record. Whether or not you decide to join, the Gift record and booklet are yours, ABSOLUTELY FREE, and, if you join, you may cancel your membership any time you please. Mail the coupon NOW.

Guaranteed by Good Housekeeping — If Not As Advertised Therein — Replacement or Refund of Money

Commended by the Consumer Service Bureau of Parents' Magazine

THE ONLY RECORDS AWARDED BOTH OF THESE SEALS

The Children's Record Guild 27 Thompson St., New York 13, N. Y.

THE CHILDREN'S RECORD GUILD, Dept. 243
27 Thompson St., New York 13, N.Y.

ABSOLUTELY FREE

☐ Train To The Zoo 2-4 ☐ Ride 'Em Cowboy 5-8

Check one unless you wish two enrollments

ALSO FREE TO YOU—a Copy of "Your Child Is Musical"

Please send me at once the record checked above and a copy of the booklet "Your Child Is Musical," both ABSOLUTELY FREE. At the same time, reserve a membership for my child. If I do not cancel this reservation within 10 days after receiving the free record, send me a record each month and bill me for only $1.00 each, plus a few cents for U.S. tax and shipping. I may cancel this membership any time I please, but the gift record and booklet are ABSOLUTELY FREE in any case.

Name of Child.....Age.....

Address.....

City.....Zone.....State.....

Child's Birthday: Month.....Day.....Year.....

My Name.....

Address.....

City.....Zone.....State.....

☐ Check here if you are enclosing $12.60 for one year's subscription to save the bother of monthly billing, and shipping charge. You may cancel at any time — money back of course.

HB-2

Canadian Address: OWEN SOUND, ONTARIO



NEW 17 INCH G-E puts new life in Life-Size!



BLACK-DAYLITE TELEVISION

Big as life, of course—and so true to life you'll feel it's real! It's the startlingly lifelike, new 17" G-E picture—result of all the improvements *combined exclusively in G-E Black-Daylite Television.* G-E Automatic Sound. Tune the picture—that's all! Sound is *automatically* right! Powerful G-E built-in antenna. Hand-rubbed cabinet veneered in richly grained, genuine mahogany, with the added charm of smartly styled doors. All backed by a name you can believe in. Model 17C107. **$379.95***

General Electric Co., Syracuse, N. Y.



Look, It's Lifelike! It's Life-size!

**Includes Fed. Tax. Installation and Picture Tube Protection Plan Extra. Prices slightly higher West and South, subject to change without notice.*

You can put your confidence in— GENERAL ELECTRIC



DRAWING BY JANE OLIVER

Men of Music

No technical treatise, this new edition of an old book sugar-coats the history of the great names in music. It's lively, palatable reading

by Richard Williams

Discussing the hobby of collecting first editions, Charles Lamb said that he collected second editions; second editions were so much rarer.

Second editions of books on music are so much rarer. Usually the public's interest barely suffices to get rid of the initial printing. Then the book is dead. Books on music languish, I believe, not because there is a lack of interest in the subject but because most such books are written above the heads (and way above the hearts) of a general audience.

Men of Music, by Wallace Brockway and Herbert Weinstock, is a book which, since its publication in 1939, has gone through eight printings. That is remarkable enough. Not only that, it has pleased so large a public that the authors have now brought forward a new, revised and enlarged edition, handsomer and bigger than the previous ones. This success is no accident. In the field of musical writing, the book is a good deed which shines in a naughty world, or at least in a turgid world, one burdened by obese scholarship.

Men of Music is a simple book and works on a simple premise. It tells the story of music in terms of the eminent men who have written the music. The premise is not altogether sound. One could not get a complete idea of the heavens by observing only the brightest stars and ignoring those of medium light. This is false astronomy, and *Men of Music*, to a certain extent at least, is false history. On the other hand, it is practical history, practical for the needs of most of us.

If we are not students, we care not at all about Stamitz or Dittersdorf, the first of whom wrote some 70 symphonies and the second of whom wrote a slew of operas, and both of whom were important in

(*Continued on page* 139)

YOU ARE INVITED TO ACCEPT A *Trial Membership* IN THE HERITAGE CLUB

NOW, *and for a period of five months only, you may* TRY OUT *this cooperative plan by which you obtain a unique collection of the world's classics, especially illustrated by the world's great artists and well-printed on fine papers— for the same price as ordinary novels!*

BEFORE YOU BEGIN to read this advertisement, just take a look at ome of the books you have purchased during the past year. Now that ou have read them, how many of them will you read *again?* How any of them could vanish from your home without being missed by ou? How much better that you should this year come into possession f books that you will want to read, and read *over and over again:* of ooks you will take pride in having in your home.

You are given that opportunity at this moment, and it is an unusual pportunity too. For you are invited to accept a Trial Membership in he Heritage Club, which will cover a period of five months.

This is because there is a scarcity of paper in this country: paper ulp, too, has gone to war. Of the high quality of paper which The leritage Club uses, the supply is so limited as to force us to gnash our eeth in fury. We have been promised just enough additional paper to nable us to take in one thousand new members, to receive the beauti- il, *beautiful* Heritage books during the coming five months.

THE MEMBERS OF THE HERITAGE CLUB regularly come into posses- on of those "classics which are our heritage from the past, in editions hich will be the heritage of the future." They come into possession f books beautifully illustrated, printed on papers tested to assure a fe of at least two centuries, staunchly bound and boxed.

If *you* try this system, you will in the coming months receive just ve books, at a cost of only $3.65 each—or *only $3.28 each* if you pay in dvance. Then, when the members receive the Prospectus for the next nnual series, that Prospectus will go to you; and you can decide, after ou will have had five of the books, whether you want to continue.

During your Trial Membership you will receive *War and Peace* by olstoy, in a wonderful thick volume of 1760 pages and with profuse lustrations by Vasily Verestchagin and Fritz Eichenberg; *Great Ex- ectations* by Dickens, with illustrations by the English painter Ardiz- one; *The House of the Seven Gables* by Hawthorne, illustrated in color y Valenti Angelo; and *Bacon's Essays;* and a big beautiful volume con- ining *Through the Looking-Glass* printed with *Alice in Wonderland.*

This Trial Membership is offered to you now because the directors f The Heritage Club confidently believe that you will find these books ch treasures for your home. Five of them, and this is the opinion of he directors, will make you want to remain in the Club.

NEVER in the history of book publishing has a greater bargain been ffered to wise buyers of books. The Trial Membership gives you an pportunity to put this statement to the test. Please fill out the cou- on printed herewith and mail it to The Heritage Club promptly. You ill then receive the Prospectus which fully describes The Heritage lub's system and the books you will receive in the Trial Membership; nd one of the Trial Memberships will be reserved for you.



Reservation Coupon

To THE HERITAGE CLUB
595 Madison Ave., New York 22

Please send me a copy of your Prospectus, in which are described The Heritage Club's cooperative system of distribution and also the books to be distributed to the Trial Members during the coming five months. I understand that you will in the meantime reserve a Trial Membership for me, awaiting my application.

NAME _____ PLEASE PRINT

ADDRESS _____

CITY ■ STATE _____ HB—155



wild'n rare

PRESERVES

from Harry and David

Fruits and berries picked by tame Indians along the Old Oregon Trail. Wild mountain Blackberry–Wild Plum–Wild Huckleberry Jelly–plus our grandma's–recipe Spiced Cherry and Strawberry Preserves! No store-bought variety (or even the home-made tame berry kind) can touch 'em for sweet, woodsy flavor. And every guest will praise the hostess who serves these wild'n rare preserves. Until you try 'em on hot biscuits, you haven't *lived!* Packed in beautiful 11 oz. jars.



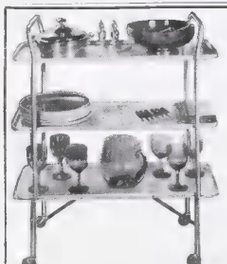
Harry and David



Box No. 270, Medford, Oregon

Order Preserves No. 54, $4.45 delv'd. No charges, please; No C. O. D.'s.

Creators of the one and only Fruit-of-the-Month Club ®
Available all year—*send for free catalog.*





Rolling **TRAYTABLE***

It Folds! It's Featherweight!

This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 13½" by 31", height 37"..... **$12.95**

***In luxurious dull gold finish* $18.95**

Trademark Postpaid in U. S. A.

Send for FREE "Tippler" Catalog 27T

BAR MART

62 W. 45th St., N. Y. 19, N. Y. MU, 7-1190

America's Most Unusual Store
Bobbie Ganger, Executive Director



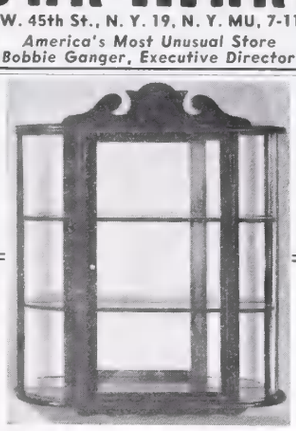
CRYSTAL CHANDELIERS

Model Pictured $97.50

5 gracefully curved arms. Beautiful imported crystal prisms and festoons of buttons. 33" long, 20" wide. Other models as low as $35.00. Write for free booklet on chandeliers and sconces.

KING'S ANTIQUE SHOP

Dept. B-7, Leaksville, N. C.



Truly Exceptional

in quality and price!

"We are thrilled with it," say thousands of our customers who have bought this genuine solid mahogany wood hanging bibelot cabinet. Made with cabinetmaker's skill, hand rubbed to rich finish, it has hinged doors, bent glass sides, is mirror-backed, completely glass enclosed, dust proof, generously sized, 23" high, 19½" wide x 5½" deep, 6" between shelves. Choice of mahogany, pickled pine, white, black or antique gold. A really fine furniture piece at only

$22.95

Money Back Guarantee
Express Charges Collect

MAYMAC COMPANY
Dept. B
660 Locust Street, Mt. Vernon, N. Y.



"DOUBLE SUNFLOWER" SPOON REST

For parking forks and spoons between stirrings and servings. Keeps sink tops clean. Prevents enameled stove tops from becoming stained and discolored. Gaily colored pottery sunflowers will accommodate two spoons at one time. (Our single-flower spoon rest was the most popular item we ever offered—this is twice as good!). When not in use it is a delightful kitchen wall decoration. Made by Cardinal China

$1.00 ea.

2 for $1.95

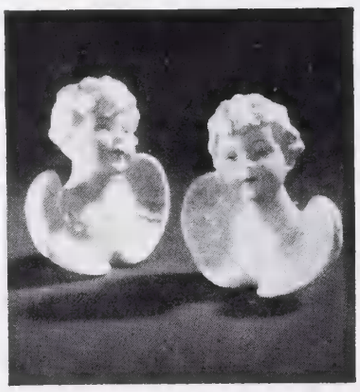
Order by mail.
Send check or money order.
Write for Catalog

L. F. BLACK & CO., INC.
99-16 Metropolitan Ave., Forest Hills, N. Y.



Window

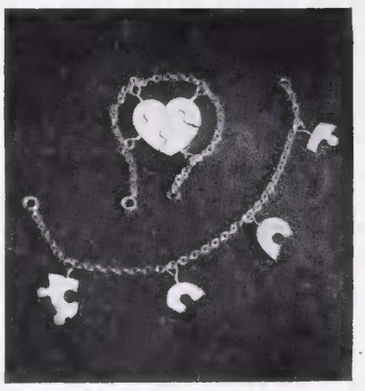
Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping!



SHE MAY NOT BE AN ANGEL, but whether she wears horns or a halo, there isn't a lady alive who doesn't like to dazzle a man with her make-believe wings. So here's the perfect valentine—subtle but sweet—to woo someone heavenly. Darling bisque angels, imported from Germany, are hand-colored, have glazed pink or blue wings. 2½" high. $3.95 pr. Add 25¢ post. Alfred Orlik, 745 Fifth Ave., New York.



HE'LL BE WELL-HEELED if you give him this fabulous sterling silver shoehorn, because the beanpole length makes it a delicious luxury for anyone who finds bending troublesome. So send it to a lazy beau, a portly Pop, or your favorite heart patient. 14" long with sterling spiral handle and steel blade, $10 incl. tax & post. Bailey Banks & Biddle, 1218 Chestnut Street, Philadelphia, Pennsylvania.



A BROKEN HEART is a pretty girl's way of leading her Mr. On-the-Make a merry chase. She wears her heart on a sterling dangle bracelet—but in 4 separate jigsaw pieces of sterling silver. Then, depending on how Brummel is behaving, she may let him "mend" her heart while she looks on over her second chocolate soda. Fun for big and little flirts. $4.75 incl. tax. Ppd. Edith Chapman, Nyack, N. Y.



THE YO-YO'S ALL AGLOW. It's an *electric* yo-yo! As you "elevator" it up and down, flickering red and green lights gleam through the plastic case. Fine, of course, for the kneepants crowd. But how about the lady in the dark waiting for her wandering husband. Instead of flexing her muscles, she'll flex her yo-yo—and she's a fascinated woman. 85¢ ppd. Downs & Co., 81 Salem Lane, Evanston, Ill.

Shopping with Pat-Gunan



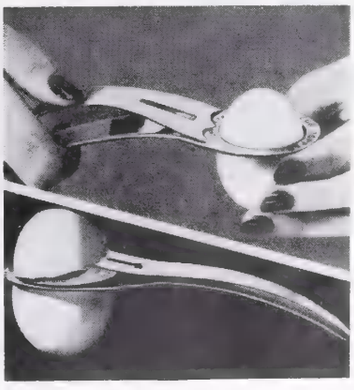
NT TO BE LUCKY IN VE? *Tell* him (don't ask) to love you. And to com-sate for the disturbing merry-ound you've started in his t. give him the luck of the eshoe. It will keep his desk ig-shot order. bring him fat racts if he's a tycoon. top ks if he's a student. Real pony has copper strap stamped "Love Me." $1.50 ppd. eshoe Forge. Lexington. Mass.



RSONALIZED SWEAT IRT. We've always thought Miles Kimball Company was ething of a magician—and we know it. Imagine a heavy-silver-gray cotton sweat shirt, nanently personalized in bright with your name or mono-n! Name is in inch-high ot: monogram in 4" letters. pletely washable. Sizes 6-16, 9 ppd. Miles Kimball Co., Algoma Blvd., Oshkosh, Wisc.



GS-ACTLY RIGHT. Never n a slithering river of broken in the frying pan! No more l fragments in with your soft ed eggs! Just slip *Egg-Topper* egg. press. and off comes the —slick as a whistle. Nickel-hed steel with stainless steel ing blade. $1 plus 10¢ post. Fitzgeralds. 545 Fifth Ave., York 17, N. Y.



Y PUDDLE-JUMPERS. rubber boots with zipper fas-ng. and brown rubbers come onalized in white with any name. No excuse now for k-room disappearing acts! In dren's sizes 4-12: boots $6.25, ers $3; little folk sizes 12½-boots $6.50. rubbers $3.25; girl sizes 4½-10: boots $6.75, ers $3.40. Send shoe size and e. Add 25¢ post. Lord & lor, New York 19, N. Y.



Page & Biddle, Inc.
takes great pleasure
in introducing
in this country

The Hummel Book



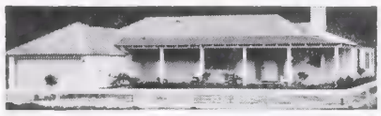
The Hummel Book is a *first edition*, printed in Stuttgart, Germany, on fine coated stock. We believe that it is a rare treasure, a true collector's item. Included is a fascinating history of Sister Bertha Hummel who, when she died at the brief age of thirty-seven, left the world a rich legacy: a collection of figures and paintings that unmistakably capture the enchantment of Childhood. You will also find a delightful pen-and-ink sketch of her; 28 full-color reproductions of the original Hummel sketches as well as many in black and white. Each of the illustrations is accompanied by a Margarete Seemann rhyme which further reveals the sunny mood of childlike innocence—the quality that has made Hummel Figures so dear to the hearts of collectors.

$5 for as long as this limited first edition is available.
postpaid ■ c.o.d.'s please

Page & Biddle, Inc.

21 STATION ROAD **HAVERFORD, PENNA.**

HOUSE PLANS



376 TESTED

DESIGNS—IDEAS—showing photographs, floor plans of homes actually built—$5,000 - $19,000. All types architecture, all climates, 1 & 2 story. Ready-to-build blueprints available $15-$25. Circle your choice of books below—50c each postpaid.

- Ranch and Modern, 70 Illus. Newest Suburban Homes, also Interiors, Decorating Details.
- Artistic Homes, 31 New Block & Small Lot Homes.
- Charming Homes, 31 5 Rms. Popular Classics.
- Dream Homes, 79 Illus. Decrating Ideas, Plans.
- Attractive Homes, 40 Cape Cods and Colonials.
- Small Homes, 23 Choice Frame Designs, low cost.
- Selected Homes, 40 Monterey Ranch.
- Brick Homes, 62 2-3-4 Bedrooms.

SPECIAL — ALL 8 BOOKS $3.00 PPD.



38 BARBECUE FIREPLACES 60c
Book Shows Photos + Plans

No C.O.D.'s please. Money-back guarantee.

CLEVELAND PUBLICATIONS, INC.
Dept. HA, 369 W. Washington, Pasadena 3, Calif.

SOMETHING **new** HAS BEEN ADDED!



SELL'S DEVILED HAM PÂTÉ

companion spread for SELL'S LIVER PÂTÉ and MINCED CHICKEN PÂTÉ

These distinctive spreads are perfect for party canapes, lunchbox sandwiches, snacks. Millions of tins have been served and happily gobbled up by smart New Yorkers.

Send only $1.00 Today

3 4½ oz. TINS
In Sell's Party Package Assortment of 1 each of these three simply delicious party Pâtés



Price includes postage within U. S. No C.O.D.'s. Money Back Guarantee, of course. Order from

ANNE SHARKEY
Dept. H.B. 4 W. 57 Street New York 19, N. Y.

Genuine
BRANDED CALFSKIN RUGS



For young two-gun toters, or for the game room. Soft as a puppy, rough and ready as a rustler, western as a rodeo. Use this unborn calfskin rug beside a young cowboy's bed, hung bunkhouse fashion on his wall, for end table covers in a playroom or bar, or a million other places. About 4½ square feet. In brown and white, branded with 3 initials **$13.00**; unbranded **$12.00**. In black and white, branded **$15.00**; unbranded **$14.00**. A few larger black and white skins 6 to 7 square feet, branded **$18.00**; unbranded **$17.00**.

Please print desired initials

Sorry, no C.O.D.'s

Brandicalf
Room 419, 10 High St., Boston 10, Mass.



Rush Square Rugs

ONLY 25¢ SQUARE FT.

Made of natural colored grass tightly woven into approx. 12" squares and ⅜" thick. Easy to clean. Sewn to any shape and specifications in even square dimensions.

BAMBOO BLINDS—Made of clean natural-colored split bamboo fully equipped with pulleys and pull-cord for immediate and simple installation.

Sizes	¼" slats	match-sticks	Sizes	¼" slats	match-sticks
2½'x6'	$2.25 ■	$3.00 ea.	6'x6'	$5.40 ea.	$7.20 ea.
3'x6'	$2.70 ea.	$3.60 ea.	7'x6'	$6.30 ea.	$8.40 ea.
4'x6'	$3.60 ea.	$4.80 ea.	8'x6'	$7.20 ea.	$9.60 ■
5'x6'	$4.50 ■	$6.00 ea.	10'x6'	$9.00 ea.	none

ALL SIX FOOT DROPS
Shipping Charges Collect. No COD's Please
Album of Fine Oriental Gifts

FREE **FONG BROTHERS CO.**
912 A1/2 WEST 7th ST., LOS ANGELES 17, CALIF.

SLOW *Curves Ahead*

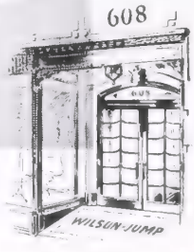


Probably you'll stop when you see this—
the very latest in a dramatic, luxurious
curved sofa. Graceful beauty like this is where
you find it . . . and we are confident you will
find a sofa like this nowhere but at Wilson-Jump.
It typifies our extensive collection of upholstered
pieces . . . and all the other unusual furnishings
you will find throughout our five large floors.
Next time you're on Michigan Boulevard, drop in
to browse . . . and chat, if you like,
with one of our expert decorators.

Sofa illustrated, in muslin S648 plus cover (15 yards). Other sofas in many styles from $200 to $1450—one of the largest collections of fine upholstered pieces in America.

Wilson-Jump

608



The store of distinguished Home Furnishings,
Furniture, Draperies, Decorations

"Michigan Avenue by the Blackstone" • 608 S. Michigan Ave., Chicago 5

Window Shopping



HOPPY DAZE is what all th young cow punchers are in sinc the advent of TV. And here is th latest addition to their weste trappings — Hopalong Cassid Zoomerang Gun. Made of re plastic, it fires a snake-like ro of plastic coated material whe you pull the trigger. Absolutel harmless, it's marked with "Fo My Pal," signed "Hoppy." $1.5 ppd. Tigrett Enterprises, 21 W Superior St., Chicago 10, Ill.



COTTON TAILS. Baby bun nies, that look as if they'd hoppe right out of the story of Flops and Mopsy, would be just righ for the nursery tray. They serv up snow white cotton from thei tails, of course, and look lik miniature brown and white rab bits. In your powder room thei fleecy-soft cotton makes dispos able powder puffs. Ceramic $1.25 ea., ppd. Malcolm's, 524 N Charles St., Baltimore, Md.

(*Continued on page* 14)

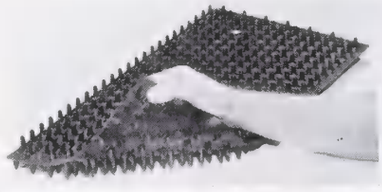
Wild West Frontier Town and Cowboys



Here's a colorful street scene in the town of Golden Gulch. Plastic dipped, a damp cloth keeps it clean. Strong masonite with wood base. Sets up in a jiffy to 18x7x5". Complete with 2 cowboys on horses, 4 on foot. All figures, imported from Britain, are of metal. Riders are demountable. Complete set, postpaid, $4.75. Separately: Street scene, $3. Cowboy set, $1.75.

J. J. ANTHONY • Box 402 • Milwaukee, Wis.

WEATHER FORECAST: ICE'N SNOW!



You won't have to worry ever again about getting stuck in the ice and snow if you have a pair of these new skid pads in your car. Just slip them under the rear wheels and off you go! Made of molded rubber with nipples on both sides to grab tire and snow. Size 10½" x 20". Order a pair today and be prepared for Ice'n Snow and Winter's Worst. **$2.95 ppd.**

★ ★



New Monogrammed Windshield De-Icer. Just a flick of the wrist and off comes the heaviest layers ice from your windshield. Makes driving safe. Monogrammed with any 3 initials . . . Strong ball chain holds keys. Small enough for your pocket, 3¼" x 2½" . . . big enough to do the job! Order one for each driver in the family safety too.

Only $1.00 ppd.

Satisfaction Guaranteed or your money refunded by return airmail.

Northmore's
Highland Park 31, Illinois



REPLATE YOUR WORN SILVER IN SECONDS with . . . LIGHTNING SILVER PLATE!

• CLEANS • POLISHES • REPLATES
. . . in one simple operation!

JUST RUB ON WITH A CLOTH

to replate old worn Sheffield silver, musical instruments, boat fittings, etc. instantly and plate any article with a copper, brass, bronze or metal silver base. LIGHTNING SILVER PLATE contains pure silver!

WON'T RUB OR WASH OFF!

Thousands of satisfied jewelers, silversmiths, antique dealers, lampmounters and lighting fixture houses have used LIGHTNING SILVER PLATE for over 30 years!

4 oz. bottle $3.75 postpaid **$6.50**
Many dollars worth of plating with 8 oz. Economy Size Bottle

SPECIAL OFFER!

With every 8 oz. Economy Size Bottle of LIGHTNING SILVER PLATE, a 2 oz. jar of TARNISH PROOF free!

Keeps silver, brass, copper and other metals from tarnishing. 8 oz. jar of TARNISH PROOF **$3.50**

No C.O.D.'s

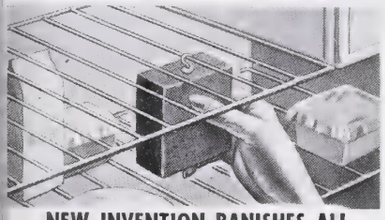
WM. CRELL LABORATORIES, DEPT. B-2
11-18 33rd Ave., Long Island City 6, N.Y.

New Ideas and Inventions that SAVE TIME, WORK, MONEY in Your Home!



CUTS 24 PERFECT "FRENCH FRIES" —IN ONE STROKE!

Here is the first professional type potato and food chopper to be sold at a popular price. Simple, sturdy, easy to use. Just insert a whole potato, press the handle, and *presto!*—you have 24 perfect "French Fries" ready for cooking! It's wonderful for dicing carrots, beets, celery, salads. Mrs. Damar's Food Cutter is made exclusively for us in rust-defying, plated steel. Easy to clean, safe to use. **$2.98**



NEW INVENTION BANISHES ALL REFRIGERATOR ODORS!

It's easy to keep your refrigerator fresh and sanitary at all times! Just hang *Odor-Sorb* in your refrigerator—then forget it! *Odor-Sorb* absorbs all the odors and prevents one food from picking up the odor of others. Lasts 3-4 months, then recharge it by placing in oven for ½ hour. **$1.00**

Pressurized Dispenser For Mustard, Catsup



Press the lever on this miniature "pressure pump" and out comes an even flow of mustard or catsup. Use it to make fluted borders of icing, whipped cream, etc. **$1.00**



SHREDS, GRATES, SLICES FOOD —EASILY, QUICKLY, SAFELY!

This handy 3-way shredding unit permits you to shred, grate, slice foods in double-quick time—*without* cut fingers and bruised palms! Consists of a transparent unbreakable container (10½" x 3¾" x 5"), 3 interchangeable shredding inserts, extra lid for food storage. **$2.49**



AMAZING NEW MIXING BOWL— CAN'T SLIDE OR SLIP—LEAVES BOTH HANDS FREE FOR MIXING!

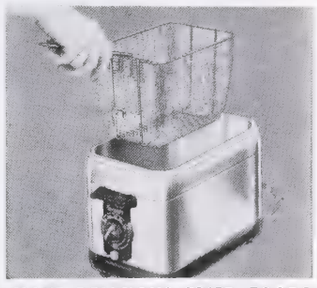
Now you can mix, stir, beat *anything* in this *new* mixing bowl—*without holding it!* Both hands free for mixing and pouring ingredients. And it can't slip, slide, spill—thanks to the amazing *Grip-Tite* rubber suction base. Just place bowl on the base *at any angle*, press down and bowl is held absolutely fast! To release, just pull button, lift bowl out.

Heatproof Ovenware Bowl with Base $3.95
Stainless Steel Bowl with Base.....$5.95

from Mrs. Damar's Kitchen Korner

Here are 14 wonderful new household aids that will surely save you time, work, money in your home. I say this because I, myself, have found them to be very useful in my everyday cooking and cleaning chores. However, don't take my word for this—but examine and use them yourself *without risk!* Just mail the coupon *now* for the items you want—and then if you're not completely satisfied, return them within 10 days and I'll promptly refund your money!





MAKE DELICIOUS FRIED FOODS THE SMOKELESS, CRISPY WAY!

Here's the latest in a deep-fat fryer for making delicious Southern Fried Chicken, French Fried Potatoes, Doughnuts, Oysters, Frankfurters, etc. Just turn the dial to desired temperature and you're set. There's no fuss or muss or smoke in the kitchen with this scientific *Fryryte*—and no "hot spots" to cause burning. Heating element is evenly distributed—food fries *all-around* in *one-third* the time! Fat remains in unit for repeated use. Mirror-chrome finish and aluminum well—very easy to keep clean. Capacity, 4 lbs. shortening or 4 pints oil. UL-approved, operates on 110 volts, AC only. Requires no maintenance. 1-year written guarantee. *Cook Book incl.* **$26.95**



TINY CLOTHES-DRYER HOLDS 84 PIECES OF LAUNDRY

Here's a clothes-dryer that actually gives you 33 feet of drying space, enough room to hang 84 pieces of laundry—yet takes up only 3 feet of space in use . . . and folds up in a closet corner when not in use! You can rig Dry-More in a jiffy—over bathtub, sink, door, and let water drain off. Complete with hanger hooks and sturdy, smooth spring clothes pins. **$3.98**



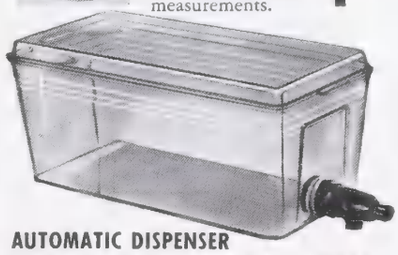
HANDY FOOD SAVERS STORE UP TO SIX LEFTOVERS

No more toppling cups and bowls to mess up your refrigerator—*if* you store leftovers in these 6 handy containers. Made of transparent plastic with fitted lids. Each holds 1½ cups or contents of a No. 2 can. They stack in a chrome-plated pull-out 15" rack. **$2.49**



NO MORE TEARS WHEN CHOPPING ONIONS

Simply place whole peeled onions into this practical chopper — and weep no more! Onions, or any other vegetables, chop down to any degree of fineness. Wooden chopping block in bottom of jar. Aluminum and stainless steel mechanism. 14-oz. glass, graded into cup measurements. **$1.00**



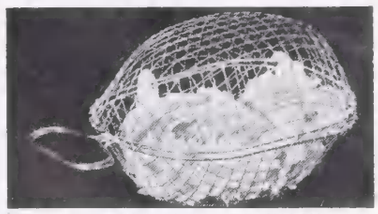
AUTOMATIC DISPENSER GIVES COLD FRESH DRINKS ON TAP

Just fill Tap-a-Glass with water or lemonade, soda, etc. and place it on your refrigerator shelf. You'll always have a cold drink "on tap." Easy to use— especially for youngsters. Holds over a gallon—fills a glass in seconds! 5" x 5" x 13" with tray lid that supports other items. Made of unbreakable clear plastic. **$2.95**



FLAME TAMER—PREVENTS BURNED OR SCORCHED FOODS

Make every pot a double boiler—with *Flame Tamer!* Just place it under pots and pans—and there's no chance of burning or scorching foods! The steel air-cushion insures the slow steady heat that is the real secret of good cooking. And it's ideal for reheating foods in china and glass containers without breakage! **$1.98**



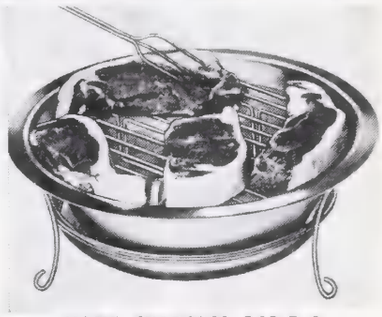
NEW EASY WAY TO WASH SALADS, VEGETABLES, ETC.

Now you can be sure that the salads you serve will always be cold, crisp, clean! Just insert salad greens into this wire basket, hold under cold water, then shake dry! This Salad Washer from England quickly cleans all vegetables—ideal for de-sanding spinach. **$1.39**



FRENCH CHEF'S GARLIC PRESS GIVES ALL-OVER GARLIC FLAVOR!

Here's how famous French and Italian chefs impart subtle, *all-over* garlic flavor to foods —*without* garlic lumps, slices or "hot" areas. Just a slight pressure on this durable, aluminum Garlic Press converts garlic cloves to a smooth creamy *paste* that *blends* into your recipe. No more surface or "high-point" seasoning. Ideal for crushing allspice, mint, parsley, etc. **$1.98**



HOME CHARCOAL BAR-B-Q FOR INDOOR OR OUTDOOR USE!

Here's a new *low-priced*, easy-to-use charcoal-broiler for your home! *Charcook* requires no matches, no kindling. Just place a few pieces of charcoal in the bottom—set it over stove . . . it ignites in seconds, then burns for hours! Steaks, chops, fish, fowl have all that tantalizing charcoal-broiled flavor sealed in! And because *Charcook* has been proven *over 90% smokeless*—you can use it indoors, *even at your dining room table!* Made of nickel-plated steel, 10½" grill. Ash and drip pan eliminates dirt, grease. Bag of charcoal incl. (Add 25¢ for postage.) **$4.95**

ORDER DIRECT—USE THIS COUPON



☐ **FREE CATALOG.** Check here if you wish to receive your *free* copy of Mrs. Damar's catalog . . . listing and illustrating scores of money-saving and time-saving inventions for the home.

Mrs. Dorothy Damar, Dept. HH-2
22 Treat Place, Newark 2, New Jersey

Please send me, postpaid, the items I have checked at the right. I enclose $..... in full payment. They may be returned within 10 days for full purchase price refund if not completely satisfactory.

☐ Send C.O.D. On arrival, I will pay postman $....., plus postage and shipping charges. Same money-back guarantee applies.

NAME.....

ADDRESS.....

CITY..... ZONE.... STATE.....

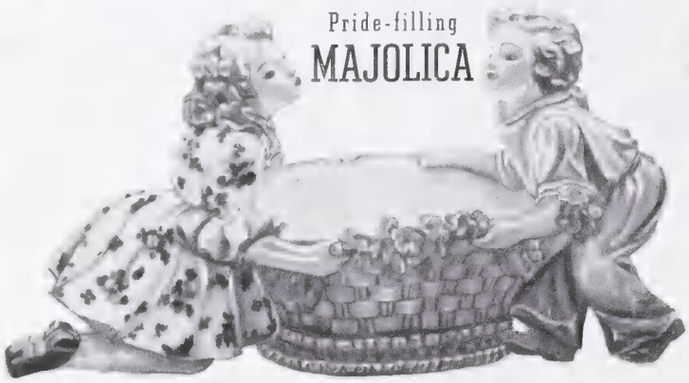
CHECK ITEMS YOU WISH TO EXAMINE:

- ☐ Mrs. Damar's Food Cutter....$2.98
- ☐ Odor-Sorb Block.....$1.00
- ☐ Mustard & Catsup Dispenser $1.00
- ☐ 3-Way Shredding Unit.....$2.49
- ☐ Ovenware Mixing Bowl with Grip-Tite Base.....$3.95
- ☐ Stainless Steel Mixing Bowl with Grip-Tite Base.....$5.95
- ☐ Fryryte Deep Fryer.....$26.95
- ☐ Dry-More Clothes Dryer.....$3.98
- ☐ Food Savers (6).....$2.49
- ☐ Onion Chopper $1.00
- ☐ Automatic Water Dispenser..$2.95
- ☐ Flame Tamer $1.98
- ☐ Salad Washer $1.39
- ☐ Mrs. Damar's Garlic Press..$1.98
- ☐ Charcoal Broiler .....$4.95 (Add 25c for postage)

Mrs. Dorothy Damar 22 Treat Place, Newark 2, New Jersey

Extraordinarily Fine Italian-Import

Pride-filling
MAJOLICA



Grandma always cherished true rarities...

The elegant coloring, and pure delicacy of this item make it irresistible. We are beseiged by orders from collectors for it . . . 11" long. Only $12 sent prepaid . . .

Take our experienced word for it, only European artistry can produce the realism in faces and pinpoint design here. Send check or money order NOW.

IMPORTED ARTS, INC.
515 LINCOLN ROAD, MIAMI BEACH, FLA.

812 ALGOMA BOULEVARD
NEW HAVEN, CONNECTICUT

Raised Gold Stationery

Three smart Hollywood-style initials and your address plastic-embossed in RAISED gold on fine white Hammermill Rippletone paper; monarch size (7¼" x 10½"). Matching 7½" envelopes with address on flap. Order No. PP3129. Postpaid.

50 sheets personalized
25 plain sheets
50 envelope with address
$2.95

100 personalized, 50 plain, 100 envelopes $4.85 ppd.
500 personalized, 250 plain, 500 envelopes $17.90 ppd.

WRITE FOR FREE CATALOG
Miles Kimball Co.
33 Algoma Blvd., Oshkosh, Wisconsin

STUDY INTERIOR DECORATION

FOUR MONTHS' PRACTICAL TRAINING COURSE
TWO YEARS' INTERIOR DESIGN

Resident Day Classes

Start Feb. 5th. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DECORATION
515 Madison Ave., New York 22, N. Y.

Clever Conversation Pieces

Naughty Angels



♥ TELL HER SHE'S AN ANGEL—but a human one, too—by giving her this set of imported whimsically Naughty Angels for her whatnot shelf. One angel has a slingshot—one is sticking out her tongue—another is giving a "Bronx cheer"—while the fourth is reading the comics under cover of the hymn book. Clever conversation pieces anywhere. Ideal for collectors. Made of bisque in dainty pastel shades. 3" tall. Set of 4, rushed postpaid,

only $2.50

HELEN GALLAGHER
413-3 Fulton Street
Peoria, Illinois

Save Money on
SILVER PLATING
BUFFING & REPAIRS

Send your silverware to D. L. Bromwell, Inc., Silversmiths since 1873. Bromwell silver restoring service guarantees you satisfaction, yet costs much less than you'd expect to pay! Antiques restored. Send for our free silverplating estimating book. It tells you in a jiffy how to estimate costs. For references consult any bank or credit agency.

In The Heart of the Nation's Capital

D. L. BROMWELL INC.
708 12th Street, N. W.
WASHINGTON 5, D. C.



Window



BIRD HEAVEN, with St. Francis himself the gentle patron, is this outstanding feeding station. Made of rustic wood with a colorful tile of St. Francis forming the grotto-like background, the trough holds a generous supply of seed, while the pitch roof offers sanctuary from blustery weather. Hang it on tree, garage, or house. 15" x 10" x 15" high. $14.50 ppd. Carbone, 342 Boylston St., Boston 16, Mass.



SWEET HEART that's as old-fashioned as your great grandmother's spinet, as nostalgic as a scented valentine, is made of ivory china. Hand-painted with tiny rosebuds and any first name in gold, it comes on a black velvet ribbon. And on the pretty young neck of your prom-trotter, it's a gay identifier for the stag line. 1¾" x 1½". $2.50 ppd. No c.o.d.'s. The Red Door, 1707 Central St., Evanston, Ill.



CHARCOOK is the new charcoal-broiler that you can use right on the dining-room table. Put charcoal in the bottom, set it over the stove burner for a few seconds, and it ignites at once, burns for hours. Wonderful for steaks, chops, fish, fowl. Nickel-plated steel with 10½" grill, ash and drip pan, it's 90% smokeless. With bag of charcoal, $4.95 plus 25¢ post. Mrs. Dorothy Damar, 22 Treat Place, Newark 2, N. J.

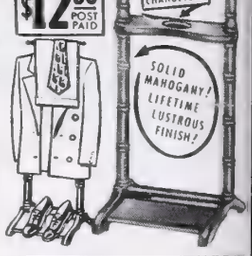
LUXURIOUS MAHOGANY Gentlemen's VALET STAND

49" TALL . . . 18" WIDE

A handsome, smartly designed, quality-crafted furniture piece for a man's or boy's room . . . for convenient, overnight-hanging of coat, vest, trousers, undergarments, necktie with rack for shoes and Built-In Cup on Cross-Shelf for keys, change, wallet, etc.

- Everything neatly ready for time-saving, temper-saving morning rush dressing
- No more "clothes here and there"
- No more arguments
- A life-saver for housewives

Specially Priced $12.95 POST PAID



SEND NO MONEY—Order now! Pay postman only $12.95, plus postal charges C. O. D. Or send $12.95 with order (check or money order) for postpaid delivery. You save postage and C. O. D. fee. If not delighted return in 5 days for refund either way you order.

Roughly in Fine Furniture a GENUINE CRAFTSMAN GUILD PRODUCT

KLOK CRAFTSMAN GUILD
1548B Louis St., N.W. Grand Rapids 2, Mich.



NEW! DRIFTWOOD ART

From the Pacific Ocean

Unusual, Natural Wonders—"Created by Time and Tide"—Unique Driftwood pieces—many were carried by ocean waves from faraway places to Pacific Coast Beaches. No two alike. Arranged in our Studio ready for use as "Conversation Pieces" on your mantel, wall or table. Each is charming, interesting and a masterpiece. Range in price from $3.00 to $25.00 Postpaid. Make lovely gifts. Each piece guaranteed to please or your money back. Since these are priced according to size, uniqueness and individuality, just send check or money order for any amount from $3.00 to $25.00 and your "Conversation Art Piece" will be carefully selected according to the price you desire to pay. Order Now.

DRIFTIN'S INC.
923 S. W. Fifth Avenue, Portland 4, Oregon

Shopping



RACTURED FRENCH. here it started, we have no idea, t it's hit the funny bone of the S.A. A French phrase is trans- ed according to its American- d *sound*. Thus: *A la carte* is n the Wagon." *Toute en famille* "Let's get drunk at home." 7" tray with choice of 8 Frac- ed French cartoons. $1.75 each. d. All are hilarious, so let the p choose for you. Order from ge & Biddle, Haverford, Pa.



GOOD SPORT will love this arette box. Made of solid wal- or mahogany, it is mounted h a hand-crafted antiqued cop- plate illustrating any sport specify. As if that weren't nderful enough, it even has ials, first name, or facsimile of signature. Box holds 60 ciga- tes or a day's supply of cigars. 50 ppd. Henry W. Longfellow dio, Weston 93, Mass.



SLEEPYTIME GIRL will am of her young Prince arming in these Valentine-red nnel pajamas, whether he's a ckle-faced kindergartener or smoothest boy in dancing ss. Kitten-soft and wonderfully rm, they have a white trimmed llar and a heart-shaped pocket, ne in sizes 4 to 16. Just $2.98 tpaid from Stern Brothers, st of 5th Ave., New York 18.



Authentic Reproductions of Early American Furniture

Handsome, functional pieces . . . exact in every detail to the originals from which they were copied! Completely hand-made from hard textured pine, they're stained a warm, glowing honey color, then hand rubbed . . . and rubbed . . . and rubbed to a velvety smoothness. Wonderfully versatile, they add harmony and warmth to every room in your home!





CAPTAIN'S CHAIR
Made of hard wood but finished to match other pieces. Seat 22" wide, 17½" deep, back 30" high. $30.00 each, 2 for $55.00. Set of 4, $100.00.

MT. VERNON SETTLE
(NOT SHOWN)
Has 14 spindles, plus end and center posts. 72" long overall; 33½" high. Seat 72" long, 19" deep; 17" high. $85.00.

LAZY SUSAN TABLES

No. 2701-L	Seats 10 people. 66" in dia.: 32" high. Revolving 35" top is removable, to enable use as a regular dining table, game or card table.	$117.50
No. 2701-M	Seats 8 people. 52" in dia.: 32" high; 28" top.	$107.50
No. 2701-S	Seats 4 people. 38" in dia.: 30" high; 16" top.	$55.00

SHIPPING CHARGES COLLECT
Write for Catalogue
New Marlboro Stage
GREAT BARRINGTON, MASS.

Jenifer House

Rola-Phone
YOUR TELEPHONE ON WHEELS!

Just where you want it, when you want it.

Here's convenience and comfort combined in a beautifully styled home accessory. Roll it where you need it—at chairside, bedside, deskside. Made of bronze with satin chrome finish. Specify whether oblong, oval or round base phone.



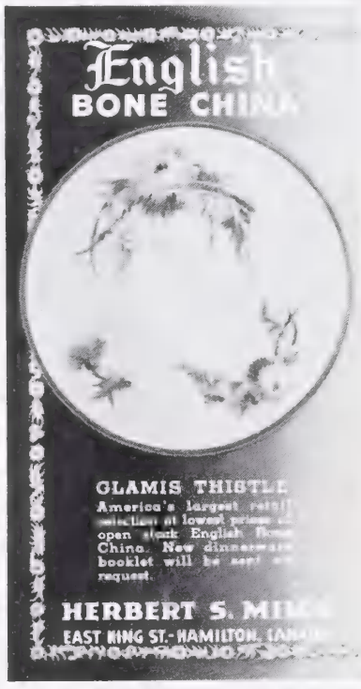
Send check or money order

15.95

Anywhere in the U. S. A.

Pat. D 126394

THE TELEVATOR CORP.
654 MADISON AVE., NEW YORK 21, N. Y.





NON-OVERFLOW PIE PANS
END OVEN-SCRAPING

Never again need you tussle with a charred, baked-on oven mess! Non-Overflow Pie Pans have grooved rims to catch the juices that bubble over the edge of the pie. "Foolproof with the juiciest berry pie," says a leading magazine. Aluminum, bake-standard 9" pie. Work-savers in your own kitchen—and useful, appreciated gifts

(postpaid prices (to one address))

2 for $1.00
4 for $1.85 . . . 12 for $5.00

Walter Drake — *Satisfaction guaranteed on every purchase from Walter Drake*

192 Drake Bldg.
Colorado Springs 4, Colorado



This is the gift they'll love best:

unique Wedding Invitation Tray!

Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for **$5.95.** Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, **$7.95.**

MARKET-COMBERS
Box 3282, Atlanta, Ga. (Sta. F-2)



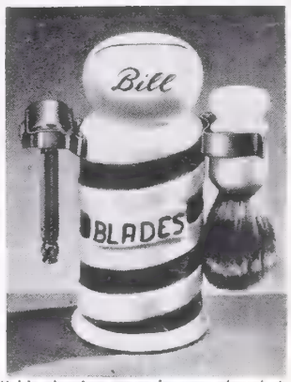
Your child will love this Cowboy
Personalized **PARTY PACK**

We've corraled everything "Wild West" to give your little cowboy or cowgirl a rip-roaring, fun-packed, exclusive, deluxe birthday party. Personalized cowboy napkins and table cover; cowboy plates; cowboy hats; cowboy snappers; cowboy nut baskets; cowboy mystery masks; 3 party games; cowboy balloons; cowboy guns for everyone, PLUS our famous birthday record sung with any name. No C.O.D.'s please. N. Y. C. residents add 2%

PARTY FOR 8 **$7.95** PARTY FOR 12 **$9.50**

PERSONAL GREETING RECORD CO.
Dept. 2-B, 10 East 44th St., New York 17, N. Y.

AT LAST! His Own BARBER POLE SHAVE RACK!



Combination
★ Shaving
★ Brush
★ Safety
★ Razor
★ & Used
★ Blade
★ Holder!

Keeps all his shaving gear in one place! No more rusty blades on sink, floor, shelves! Sturdy, colorful CERAMIC, easy to clean! 6" high. Nickel plated spring steel handles. Stand it anywhere or use handy hook for quick hanging. Thoughtful gift—practical too, that'll make him jump with joy!

Personalized with first name, $2.69
. . . Without name, $2.50

We pay postage. MAIL ORDERS FILLED.
Send check or money order to

Crown Craft Products
246 Fifth Ave., Dept. 92, New York 1

Add a note of originality to Entertaining



Serve NORRIS

DELLA ROBBIA MINTS

By the makers of the famous VARIETY BOX

Serve the original fruit and flower shaped mints, hand-tinted and flavored with rarest English mint.

$1.25 the pound

NORRIS EXQUISITE CANDIES

NORRIS CANDY COMPANY ■ 223 PEACHTREE ST., N. E. • ATLANTA, GEORGIA



Over 200 Sparkling Crystal genuine Czech prisms on chandelier pictured. 13½" in dia., 16" long. Beautifully designed and constructed; in either silvery or natural brass; with either close ceiling or chain connection—$67.50. Write for free booklet of more elaborate models, also smaller ones as low as $30.00.

Old South Chandelier Shop

DEPT. B-1, BOX 2034
WINSTON-SALEM, N. C.

GET THE JUMP ON SPRING!



Thermostatic heating control
Automatic ventilation
Underground irrigation
Electric illumination

Size: 32 in. long, 16 in. wide, 21 in. high.

Plant your seeds NOW! Give your garden a head start. Terrace Greenhouse comes practically assembled—just plug in. Natural cedar... also larger de-luxe model. Wonderful for orchids. 32 in. long, 18 in. wide, 27 in. high—only $59.95 del. Send your order today!
Phone: Plainfield, N. J. 5-2528

OLD COPPER MINE FARMS, INC.
RD #2, Box 198, Plainfield, N. J. Dept. HB

IMPORTED ALL WOOL HANDMADE
CHINESE HOOKED RUGS



Here on the West Coast we get the newest arrivals direct from the Orient — and hand pick the finest and most colorful. Hence, you get superior quality, for years of beautiful, dutiful service ...you get exquisite designs in luscious colorings. Oval or oblong shapes are priced the same. Order today.

Borders of: Beige, Blue, Rose, Green, White or Black

2′ x 4′...	8.95	9′ x 12′..	99.50
3′ x 5′...	15.95	10′ x 14′..	149.50
4′ x 6′...	24.95	11′ x 15′..	179.50
6′ x 9′ ..	59.50	11′ x 17′..	199.50
8′ x 10′..	84.50	12′ x 18′..	229.50

9′x12′ Size **9950**

Freight Prepaid anywhere in U.S.A. No C.O.D. s.

Satisfaction guaranteed or your money back.

BOWERS & CO., *Imported Chinese Rugs* • 1730 N. E. 40th Ave., PORTLAND 13, ORE.



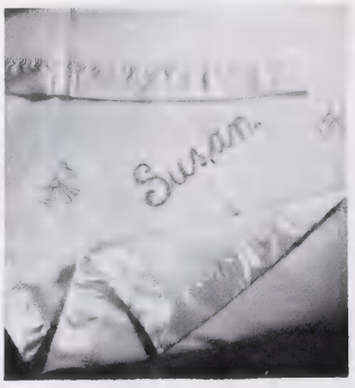
AN EXCITING, SURPRISING *Personalized* BIRTHDAY SONG!

Send your favorite youngsters this personalized musical record as an extra-special surprise! They'll love the Happy Birthday song with **THEIR OWN NAME** sung right into the tune! Choice of Mother Goose rhymes for girls, Western Round-Up tunes for boys. State whether 78 or 33-1/3 RPM record player and enclose child's name. Just $1.00 postpaid. No C.O.D.'s, please.

only $1.00

PARTY TUNES
P.O. Box 532 Englewood, N. J.

Window Shopping



CRIB-AGE CHAMP. A wonderful baby blanket, made by Chatham of 100% wool, comes embroidered with any first name up to 7 letters. It's regulation crib size, 36" x 50", and you may order it in pink with pink name, blue with blue name, yellow with white name, or yellow with blue name. $7.98 ppd. The Children's Shop, West Hartford 7, Conn.



BUSY LINES. If you know someone with telephonitis, send her Gabby, the girl who talks so long her husband's shirt goes up in smoke on the ironing board. Or if your husband's a teller of fish stories, order the Angler plaque for his bar. With the ceramic figures in relief, the natural wood frames are 7¾" x 10". $2.95 each, ppd. Schaffer Gift House, 246 Morris Ave., Springfield, N. J.



PUT THE SQUEEZE ON this plant fountain and you'll water your hanging philodendron, the planter lamp without spilling a drop. When used empty it's a wonderful suction device for changing the water in your flower arrangements without disturbing your artistry. Use it for rose or fish bowls, too. And it's a perfect sprinkler for dampening your ironing. $1.35 ppd. Order it from Ward Phillips, Dundee, Ill.

(*Continued on page* 21)



Shoein' Kit

The Village Blacksmith's SHOEIN' KIT becomes the ideal magazine carrier and occasional table. So fine is this Handmade Reproduction that we recommend it for use with Early American Antiques.

19" long — 11½ wide — 17" high including handle



$14.50. *Express collect North, no C.O.D.'s*

Send ten cents for booklet showing 28 practical reproductions by the Lennox Craftsmen.

The Lennox Shop
The Unusual in Gifts and Home Decorations
HEWLETT, N.Y.



Double Eyeglass Case

A boon to those who use two pairs of glasses. Combines protection without bulk and its different leathers on the front of the twin pockets permit easy identification as to which are the reading and which are the "seeing" glasses. People who use only one pair of glasses will be glad to use the other pocket for a spare or sunglasses. So slim it will fit into a man's vest pocket. Made of finest Morocco leather with soft pliable leather lining. Personalized with three initials stamped in gold free of charge if specified with order. $5.00. Postpaid. Extra large size for 2 pairs horn rimmed spectacles. $5.95. Postpaid (No C.O.D.'s)

Send for catalog "The Perfectionist's Guide to Gift Buying"

Camalier & Buckley
Fine Leatherware

1141 Connecticut Ave., Washington 6, D. C.



Cadillac

Everything about a Cadillac is far, far nicer this year—*for the ladies*. The beautiful new interiors are simply gorgeous—both in fabric and tailoring. The car is even *easier* to handle. Actually, it all but drives itself! There is finer comfort, too. And, of course, there is stunning new beauty of line and contour. We sincerely hope this is *your* year to get a Cadillac—because the car has never offered so many things to make you happy.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

... those heavenly carpets by LEES

It's no fairy tale!
An exciting new generation
of carpets is born!
Here you see Predecessor,
a long-wearing Wilton
loomed by Lees from
man-made miracle fiber.
Ask to see this and
other new-era masterpieces
at your dealer's.
They're easy to clean,
moth-resistant, rich
in color and quality
but thrifty in price.

Those Heavenly Carpets by Lees . . .
awarded 1951 Fashion
Academy Gold Medal.



JAMES LEES AND SONS COMPANY, BRIDGEPORT, PA., MAKERS OF LEES CARPETS AND RUGS, MINERVA AND COLUMBIA HAND-KNITTING YARNS



Haven't you always wanted a kitchen like this?

■ You can *have* it, custom built of steel, by St. Charles. And, everything considered, it can actually cost you *no more* than you would have to pay for impersonal, "packaged" cabinets.

Your own St. Charles Kitchen will be planned, measured and made individually, to fit your room and your ideas. Before you order, you will be shown *five different materials,* in countless colors, from which to choose your sink and counter top. Your decorative skill will find full freedom in choosing among *ten self-expressive St. Charles colors.* Your most exacting demands for convenience, ease and order will seem modest when met by St. Charles selection of *176 storage and special units and accessories,* each with literally limitless variations.

And, when your kitchen has been made and installed, the service crew will leave everything sparkling, tidy, and as perfect as you had always planned it to be. They'll be back in six months, and again in a year, to wax your cabinets, check doors and drawers, to satisfy themselves that *you* are satisfied.

Don't wait longer to enjoy the satisfaction and prestige of saying *"My* kitchen was custom built, by St. Charles." See your St. Charles Dealer, *soon.*

COLORFUL, NEW BOOK NOW READY. SEND FOR IT!

This helpful book, *"Kitchens for Living,"* is full of pictures, several in full color, of St. Charles Kitchens, convenience units and accessories. You'll find it a treasure chest of things to remember when planning *your* new kitchen. When ordering, please mention whether you plan to build or remodel soon and enclose 10 cents to cover handling and mailing. Address: St. Charles Manufacturing Co., 1710 Dean Street, St. Charles, Illinois.

St. Charles KITCHENS

. . . custom built of steel

Today's Modern





Furniture For Your Bedroom

Today's Modern is so carefully planned that it literally fits-in any size room. Sizes and choice of pieces are optional. Double or twin size beds are available. Chests may be used singly or in pairs. For master bedroom, children's room, or guest room there is just the right combination to choose from.

Today's Modern is both exclusive and original in design. It is created with imagination for the amateur decorator seeking something attractively different within reasonable budget limits.

The color is oyster-white on natural grained ash, achieved by a special baked-on lacquer process . . . giving a smooth high luster, easy to clean and polish. Raised center panels on dressers and chests are inlaid with gold tooled ivory leather and serve as drawer pulls. Interiors are finished to eggshell smoothness.



Many of the practical secrets of interior decoration as described by Ben Jones, offer easy to follow suggestions for the arranging and planning of your bedroom . . . are colorfully illustrated and described in this booklet entitled "To Realize The Dreams You Visualize"—will be sent upon receipt of 10 cents.

UNITED Furniture Corporation

LEXINGTON, NORTH CAROLINA

ON DISPLAY AT BETTER FURNITURE AND DEPARTMENT STORES

Window Shopping

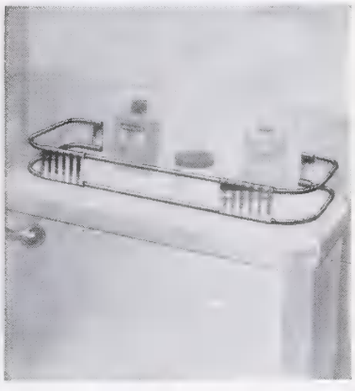
CONTINUED FROM PAGE 16



GETTING RUSTY porcelain sinks, burned copper saucepans, stained aluminumware shining clean is a cinch with Whink, the amazing new rust and spot remover. It loosens rusted and corroded nuts, bolts, etc., and works magic on scorch without harming the fabric. In a 2-oz. plastic squeeze bottle, 75¢ ppd. Spotless Company, 1117 North Dearborn Street, Chicago 10, Ill.



FOR WINDOW BOX GARDENERS whose green thumbs work their wonders in the confines of a flower pot, here is a set of miniature brass tools. There's a scoop, trowel, tamper, and scratcher on this double-ended pair and if you send them to a garden club member, she's a cinch for the first prize. 6" long, the set is $2 postpaid. You may order them from The Village Store, Lake Placid, New York.



TANKS A LOT are covered with everything from the children's vitamins to your husband's shaving cream because the bulging medicine cabinet and crowded linen closet just can't accommodate another bottle. With this chrome guard rail you have a safe and attractive roost for bathroom necessities that fits any size tank. Installs easily. $2.50 plus 25¢ post. Mastercraft Products, 60 South St., Boston 11, Mass.

YOU ARE INVITED TO BECOME A MEMBER OF THE
Nelmor Sterling Club

Choose from Nelmor's 163 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting. $3.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charge. Each place setting fitted in free guild-garnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

© 1950, Nelmor Jewelers

Towle's CANDLELIGHT 27.50
Reed & Barton's FRANCIS I FIRST 33.75
Lunt's MODERN VICTORIAN 29.00
Heirloom's DAMASK ROSE 27.50
Towle's FRENCH PROVINCIAL 29.75
Kirk's REPOUSSE 26.00
Gorham's CHANTILLY 27.75
Watson's JOAN OF FOUR 29.50
Gorham's CAMELLIA 27.75
International's JOAN OF ARC 27.50
International's PRELUDE 27.50

Mail Membership Coupon Today

Enroll me as a member of the Nelmor Sterling Club. Send me ..... place settings of ..... pattern. I will pay $2.00 per month for each setting. Prices include federal tax and are for one six piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.

NAME .....
ADDRESS .....
CITY ..... STATE .....

Nelmor JEWELERS
901 BERGEN AVENUE
JERSEY CITY 6, N. J.

Reproductions By Mail



A finely crafted reproduction—our "Kathleen Black", in softly glowing Solid Mahogany, of an exquisitely authentic antique platform rocker. Soothingly comfortable, with No-Sag spring seat and posture fitting back. Traditional rose carved crest, claw feet and gimp outlining. Height 41"; Width 24", Depth 29". Seat Width 21½", Depth 19". Lovely tapestries in background colors of black or beige, $59.50 each, or a pair for $115.00. In muslin—$51.50. Send check or money order. No C.O.D.'s. Express charges are collect. SATISFACTION GUARANTEED. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N. C.



CANDLE LIGHT AND SHADOWS

. . . Old Pennsylvania Dutch design which the family kept through the years. They have copied them exactly in black metal so we may have these sweet wall sconces. The candle throws a romantic glow and brings out the design in the shadows. 6" x 5". $2.50 a pair, postpaid.

NOT AT ALL TRIVIAL



. . . Our same Pennsylvania friends made this trivet for us from a design kept in the family. It is the most interesting trivet we've seen. Black metal, practical as it is pretty, and stands 1" off the table. 8" long and 4" wide. $1.35 postpaid.

No C.O.D.'s, please

EDITH CHAPMAN
50 Piermont Avenue Nyack, N. Y.

THE ORIGINAL FOLDING Table TOP $4.95



The Answer to Easy Entertaining!

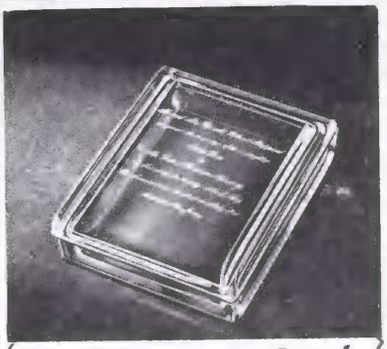
T-Top is a light rigid top which fits over your card table held in place by cleats on underside. *Doubles* the size of your card table by seating 7 persons comfortably—opens to 46" in diameter, 144" in circumference—it's perfect for luncheons and card games. Just tuck it away in corner or closet. Send for your T-Top now. Weight 16 lbs. Immediate shipment. Available unpainted or in colors Green, Red, Brown

Unpainted $4.95—Painted $5.95

No C.O.D.'s please. Shipping Charges Collect

SEND CHECK OR MONEY ORDER TO

T-TOP COMPANY, Inc.
Dept. 106 Salem, Mass.



Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

$7.95 *postage prepaid*

No C.O.D.'s, please

HOLIDAY HOUSE
12 Bellevue Theatre Bldg., Upper Montclair, N. J.



Sweet China
BUTTER CHIPS
4 for $2.95
8 for $5.75 POSTPAID

Old Fashioned "Sweet Butters" brought to modern use for nostalgic year 'round gifts, miniature wall decorations, ash trays or small dining service. Their 4 designs—plum, apple, cherries and grapes—are Hand-Painted in true "homey" colors. 3½" in diameter.

Kathleen Weller

Kathleen Weller, Box 386-W, Bryn Mawr, Pa.



have the merriest CHILDREN'S PARTY in town!

Beautiful "Favor-it" matching table decorations and favors for 8. Delightful full-color design in modern 3-dimensional figures. Fun to assemble. CIRCUS PARTY of 25 pieces for all ages includes "Big Top" centerpiece, matching hats, nutcup-placecards, invitations. MOTHER GOOSE set for younger children has 34 pieces: invitations, centerpiece, hats, nutcup-placecards, game tallies. Also STORK SHOWER (38 pieces) decorations for 12 adults.

only $2.00 per set postpaid PARTY HOUSE 3420 W. CAPITOL DR. MILWAUKEE 16, WIS.

6 Inactive Sterling Patterns

AVAILABLE IMMEDIATELY

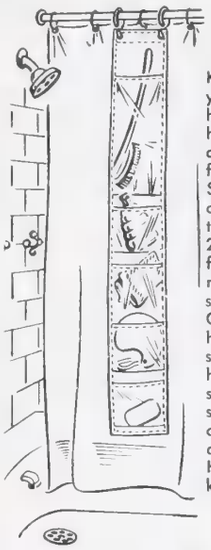


RIVIERA TROUSSEAU SPRINGTIME PINE TREE FONTAINE GADROON

We have more than 500 patterns of inactive and obsolete sterling flatware. We specialize in taking your old silver in exchange on a purchase of new patterns.

Correspondence Solicited

JULIUS GOODMAN & SON
77 MADISON AVE. • MEMPHIS 1, TENN.



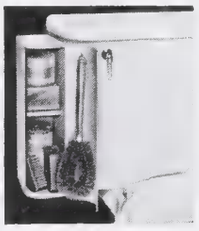
SHOWER AID

Keep singing in your shower—have everything handy, prevent accidents and frayed tempers. Shower Aid is of clear heavy plastic, has 5 pockets, 2 plastic hooks for hanging on rod inside shower curtain. One long pocket holds brush, four smaller pockets hold sponge, soap, cloth, shampoo, shower cap. All have drain holes. Handy in the kitchen too.

$1.00
POSTPAID

GIFT OF THE MONTH, INC.
Dept. B2 542 Fifth Ave., New York 19, N.Y.

Bathroom Cabinet



Bathroom needs are hidden yet handy with the Out-O-Way cabinet. Holds soap flakes, tissue, cloths. With 9" plastic bristle brush that hangs inside door. Installs without tools to either side of tank, on wall or door. Heavy white enamelled steel. 6½" x 15½" x 4½" wide.

$3.59 postpaid.

Attach any appliance

to metal, glass, tile, any flat impervious surface with Perma-Vac. Holds up to 185 pounds. Won't mar surfaces. Absolutely permanent. Brute force can't remove it until you release the tension that maintains the vacuum seal.



$1 postpaid.

The Fitzgeralds
545 Fifth Avenue
New York 17, New York



Serve-a-Slice

BREAD BUTLER

- *Pays for itself* in bread saving
- Proved by actual tests

Solve your stale bread problem. Tests prove *Bread Butler* keeps bread fresh and delicious 2 weeks.

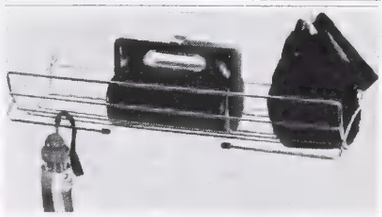
Serves one slice at a time, rest of loaf remains in moisture-conditioned container.

Made of lustrous plastic; white with red trim. Easy to clean. Must please or your money back.

Delivered to Your Door, Only **$2.95**



Ward Phillips Co.
Dept. B-12 Dundee, Ill.



PURSE & UMBRELLA CRADLE

No more need you dash madly around the house looking for that other purse to match your ensemble. Now you can keep your purses all pretty and in perfect condition in this compact cradle made of gleaming chrome. Fits any door (21" wide) and can be installed in a jiffy. Especially designed holder arms will keep belts, scarves and umbrellas always within easy reach. Every home can use one or more of these attractive space stretchers. And if you are looking for a novel and useful gift, this is it . . . backed by a money back guarantee. No C.O.D.'s please.

Postpaid **$1.95**

Send for FREE HOUSEWARES AND GIFT CATALOG

THE HOUSE OF THRIFTY GIFTS
Green Gable Gifts
Gracie Station, New York 28, N. Y., Dept. 42



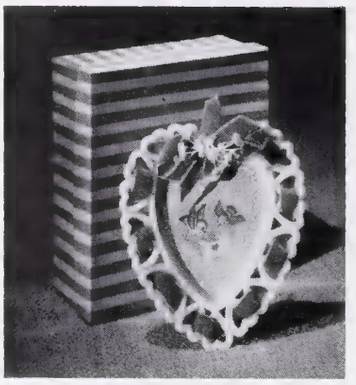
Window



WHOOPIT is the happy mixe that makes an icebox as excitin as a soda fountain, a cocktail tra as professional as a bar. Made tough, pliable plastic, the Who pit is powered by flashlight ba teries, whips up a dream milk shake or a health-packe eggnog in nothing flat. There a no plugs or cord to worry abou Just flip the switch and you' all set. $3.89 ppd. The Bar Mar 62 W. 45th St., New York 19.



ELECTRIC BUFFE SERVER. If we were a brid this would head our list of we ding-present wishes. A roun chrome-plated stand, 13½" i diameter, has three wells fitte with one-quart ovenproof chin casseroles. For serving anythin from spaghetti and baked bea to curried shrimp and rice, it terrific. AC only. $29.75 ppd. N c.o.d's. Eunice Novelties, Box 4 Rego Park, N. Y.



HOW DOES HE LOV THEE? No need to count th ways if you have this sweethea plate to remind you of him a year long. Handmade of Wes moreland's milk glass, it is lace with blue velvet ribbon, tied wit pink forget-me-nots, and dec rated with a copy of an old-fas ioned valentine of bluebirds bea ing a love letter. 7½" x 7". $5.8 postpaid. Carl Forslund. 122 Fu ton. Grand Rapids 2. Michiga

KILLINGER HI-JACS to protect your furniture from drips and stains. Washable, terri-knit coasters of fine mercerized cotton yarn in eight partyish colors . . . *different* colors so that every guest can easily identify his drink. Good gift idea, grand for your own parties, too. Set of 8 Killinger Hi-Jacs, $1.25 Ppd. Order from

THE KILLINGER COMPANY
FORT PAYNE, ALA.



E—Z DOES IT!

Rugged, solid cast bronze log tongs to carry logs from woodpile to fire. Secure grip, perfect control, no strain. Leave bark, dirt outside. An unusual, homey gift—lasts a lifetime. Postpaid in Continental USA. **$7.95**

Sorry—No C.O.D.'s



Ernest Wismann Iron Works
• The House of Wrought Iron •
2035 E. ELEVENTH TULSA, OKLA.

Shopping



T'S CURTAINS to the back-reaking care and upkeep of cur-ins when you hang miraculous berglas at your windows. It ies wrinkle-free in 5 minutes; eds no ironing; won't burn or rink; is sunfast, mildewproof. ft ivory Fiberglas marquisette, ½" wide per pair, these come in ½" length for $5.95; 63", $6.95; ?", $7.95; 81", $8.95; 90", $9.95. ostpaid from Colten's, 1351 Bea-n St., Brookline, Massachusetts.



LACE SETTERS. These mats ill be on all the smartest tables is year. Made of woven hemp ith non-tarnishing gold metal-strips, they're unbelievably ndsome. Wash them, scrub em—they come out like new! hartreuse, earth brown, natural, ay, sage green, crimson, and ell pink. $1 each, plus 35¢ post. r order. No c.o.d.'s Bertram rier, Ltd., 1147 Connecticut ve., Washington, D. C.



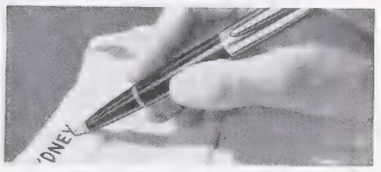
ERY KER-CHOOSY. Even you don't sneeze at the mere ght of a rose, you're bound to rry tissues to blot your lipstick, ipe away the traces of Junior's e cream cone. This purse-size ather case holds packet of tis-ues, keeps them immaculate. In d or green, stocked with leenex. $1.35 ppd. Artisan Gal-ries, Fort Dodge, Iowa.





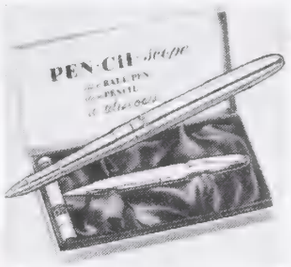
COLLAPSIBLE SALAD BASKET

Imported from France is the handiest salad washer that ever graced a chef's kitchen. To make salad fixin's come clean, simply whisk greens in basket under cool water and shake. Or douse basket full of strawberries, grapes, cherries, plums, etc., into cold water. Made of springy rust resistant wire, Salad Basket is easy to clean. COLLAPSES FLAT for storage. Makes an original gift, wonderful for kitchen showers. **$1.00**



CLOTHES MARKER

Easy to use NEW Cartridge Marker. No messy filling—not an ordinary pen. Contains fast-color ink. Personalize garments, laundry, etc.; identify double from single sheets; date-mark linens. Use on wool, cotton, rayon, leather, etc. Won't blot, smudge, bleed or feather. LABORATORY TESTED . . . resists repeated laundering, cleaning sun, wear. Eliminates tapes. Complete with extra Cartridge. Additional Cartridges 3 for $1.00 **$1.50**



PEN-CIL-SCOPE

It's a Ball Pen, it's a Pencil . . . and it TELESCOPES! Closed, it's much smaller than an ordinary pen, yet opens to a full size writing instrument. May be tucked away in pocket or purse, or worn in pocket with clip. Smart streamline design, magnificently finished in jewelers gold tone. So lovely, so perfect, so practical, you'll want several. Comes complete with extra cartridge; extra leads in pencil section. Attractively gift boxed. **$1.50**

Sorry, no COD's. Satisfaction Guaranteed.

ELRON 156 W. CHICAGO AVE., DEPT. AB-20, CHICAGO 10, ILL.

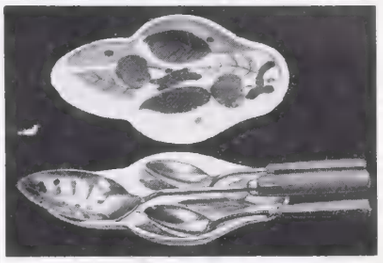


"HORSES THAT NEVER CAME IN"

Race track fans especially will love this man-size handsome crystal ash tray. Six cigarette rests! 10" in diameter . . . handsomely trimmed in 22 karat gold . . . pari mutuel tickets enameled in color and fired for permanency. **$10.50** ppd.

nessa gaulois

723 Lincoln Road
Miami Beach, Florida



Spoon-Drip

KEEPS STOVE TOP CLEAN

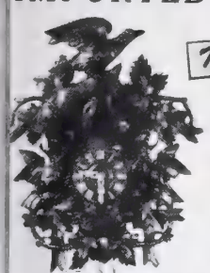
You'll love this clever and colorful ceramic Spoon-Drip dish. Holds 3 large kitchen spoons—keeps your stove top nice and clean. Comes with hole in end, and can be used for wall decoration. Size 8½ inches long. Design is hand painted cherry pattern. Satisfaction Guaranteed! Order several for Gifts.

only $1.69 No C.O.D.'s please. Postpaid.

Send for our folder on unusual gifts.

Abbott's Box 686 BF Fort Wayne Indiana

IMPORTED CUCKOO CLOCKS



My First Sale!

A large shipment of my cuckoo clocks for a well-known department store arrived from Europe too late for Xmas. Disposing of the entire lot at *1/3 off while they last!* Your chance to buy a genuine, imported cuckoo clock at the lowest price in this country. Please! Do not confuse with cheap imitations assembled in this country and sold under extravagant, meaningless guarantee.

10-DAY MONEY-BACK GUARANTEE . . . if you can find a similar clock for less money, or if you are not satisfied, return your clock for full remittance.

Write for free, illustrated folder.

LOIS REICH, Importer Quivira Lake "J" Kansas City, Kansas **$18.75 to $159.75**

ALSO CUCKOO CLOCK REPAIRS AND SERVICE. WRITE FOR DETAILS.



NEW ADJUSTABLE 9-in-1 BAKING SET BAKES YOUR FAVORITE 8"-9" or 10" CAKES WITH *ONE* SPRINGFORM!

Just a flip of the finger and the amazing new **SPRINGMASTER** adjusts to the exact size for Layer, Angel Food or Danish Cakes! Cakes are easily removed from pan in a second, no sticking or breaking! Made of high-grade aluminum with 3 interchangeable bottoms—designed for long wear, plenty of use. Stainless, easy to clean. Wonderful for your own use—a sensational gift for every cook! Amazingly low priced. Just $2.98 postpaid for the 4-piece set. Try it at our expense—you must be completely satisfied or money back! Order NOW! SUPPLY LIMITED.

only $2.98 postpaid

Saves **TIME • MONEY • WORK • SPACE**

THE SCHAFFER GIFT HOUSE Springfield 2 New Jersey

SEND FOR GIANT FREE GIFT CATALOG



New Nylon BOTTLE BRUSH

reaches stubborn particles in every corner

This new bottle brush, designed with end tufts and swivel action, reaches all inside surfaces. It's easily inserted through the slimmest bottle neck and turns inside the bottle so that the end tufts can reach every crevice. Long-wearing, quick-drying nylon bristles clean without scratching. Excellent for coffee makers, eliminates breakage, nursing bottles, all types of bottles and jars.



$1.00 postpaid

Sorry, no C. O. D.'s

Patent applied for.

NATIONAL NOVELTY COMPANY ■ **Lancaster, Pa.**



SWIVEL TOP TV TABLE

This unique table saves you the trouble of going into a wrestling act with heavy chairs when you want everyone to see a TV show. It has a turntable top that pivots at the touch of a finger. Solidly built of quality hardwoods. Designed and built for this special purpose. Legs are rigid and sturdy to support the heaviest table model TV set. Deep enough to hold biggest set. Dimensions 23" square by 24" high. Stain resistant lacquer, blonde or mahogany finish. A handsome supplement for your table model TV set. Satisfaction guaranteed. $19.95, express chges collect. No C.O.D's, please. Send check or money order to

Home Equipment Shop

Dept. AT-2, 4536 Irving Park Road • Chicago 41, Ill.



A COLLECTION OF IMPORTED CHINESE TREASURES

A. Tall China figures—12" high. White china exquisitely handpainted. Male and Female $5.50 ea. $10.00 the pair.

BLUE AND WHITE RICE CHINA

B. Full size cup and saucer ..... $3.00 set
C. Wooden Stand $1.25
D. Sugar and Creamer ..... $7.50 set
E. Teapot $7.50
F. Set of six cups and saucers ..... $15.00 set
G. 15 pc. set consisting of teapot, sugar and creamer, 6 cups and saucers ..... $28.80 set
H. Porcelain Bowl (4½") $1.50
Rose, yellow or turquoise with matching
I. Spoon ... 75c J. Ashtray $1.00
K. Wooden Stand for bowl ..... .50
L. Bamboo mats 10 mat set $2.50

No C.O.D.s — Free catalog available

Muriel Duncan Dept. B2 — Haddon Heights, New Jersey

Charming, Graceful Interiors



Hand blown Candylbeme Lamp Bulbs enliven every room with shimmering, romantic, dancing candlelight. Crystal sparkles; every surface reflects a mellow softness that transforms each gathering into a gay, cheerful event. Make your period settings lovelier, more beautiful with Candylbemes.

Quick Delivery

Candelabra Base Clear 50c, Frosted 55c each, Standard Base Clear 60c, Frosted 65c each. Adaptors to convert Candelabra Base Bulbs to Standard Base 20c each. Add 7½% excise tax, bulbs only. Minimum order 6.

Actual Height of Lamp 3¾"

SEND 50c FOR BEAUTIFUL ILLUSTRATED LAMP AND FIXTURE CATALOG

Butler-Kohaus, Inc.
2823 Olive Street • St. Louis 3, Mo.

SAY IT WITH Musical EASTER GIFTS



Musical BEGGING BUNNY
. . . wise little rabbit isn't begging for carrots, but a youngster to love him on Easter and every morn'. 11" high, pink & blue plush, Swiss Musical Movement plays "Easter Parade". $3.95 ppd.
Musical CUDDLE BUNNY (Not illus.) pink & blue plush (extra soft stuffing) 18" high, plays "Easter Parade". $4.95 ppd.



Musical CURLY LAMB
. . . and everywhere that Mary goes THIS LAMB is sure to go. White curly plush . . . Swiss Musical movement plays "Mary Had a Little Lamb". 13" high. $5.95 postpaid
MUSICAL LAMBS (not illus.) 10" high, white plush . . . . $4.95 ppd. 8" high, black or white plush . . . . $3.95 ppd. Both play "Mary's little Lamb".
Other children's tunes installed on request. No C.O.D.'s. Write for Free catalogue of over 50 other Musical Toys & Gifts.

SWISS Musical GIFTS
DEPT. B, 1265 MYRTLE AVE., BROOKLYN 21, N.Y.

MIRROR YOUR OWN WALL AMAZINGLY LOW COST



Handsome MIRROR WALL 10' long by 4' high for ONLY $49.50!

Movable mirrors of quality silvered sheet glass, between specially-grooved molding. If you move or change your decorating scheme, they can be slipped out from between moldings easily. This stunning transformation can be done in one afternoon!

SPECIAL OFFER: Package #1, Mirrors-and-molding to cover wall 10' long by 4' high 49.50
Package #2, Mirrors-and-molding to cover wall 12' long by 7' high $79.50

Send check or money order. Shipping charges express collect.

The Creative Workshop, 7 Parker St., Watertown 72, Mass.



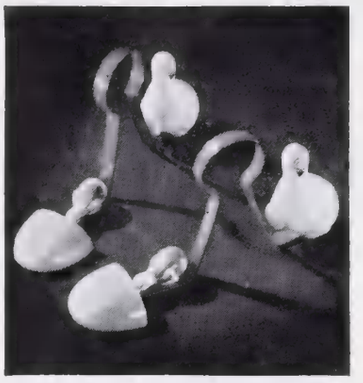
Special! 5 Personalized HANDI-TABLETS ONLY $1.00 ppd.

★ **TAKE FIVE TABLETS**—dress them up with bright Red covers, personalize those covers with a full name—and you've a personal gift marked with distinction. Get a set for your homework-hounded child. Get several sets for a hostess who organizes after-dinner writing games. Get a set for yourself if you're a scribbler. Handy for shopping lists, tomorrow's menu, quickie notes to friends. 5 tablets 5½" x 8½", —postpaid at the low, low price of $1.00.

HORACE ANDERSON'S **GIFTCRAFT CO.**
1234 East 47th Street, Chicago 15, Illinois



Window



SCHMOO TREES that w
keep your young hoyden's scho
oxfords and Mary Janes in p
fect shape are made of gaily c
ored plastic and heavy met
The lucky Schmoos back
against the heels; the little K
mys hold the toes firm. Wond
fully sturdy, they come in sm
and large, fit the shoes of t
5- to 13-year-old crowd. $1.49 pl
20¢ post. Evelyn Reed. 538 Ma
son Ave., New York, N.



IT GROWS ON YOU. By
the nicest planter lamp we
seen has a heavy glass base
black emerald. Removable plant
is wick-fed. 28" brass lamp h
green shantung shade. With
you can have flowering plants
a dark hall. Just alternate art
cial light with sunlight. $17.
without plant. Extra plant grow
with base and wick. $3.50. P
Alethea Hamilton, 514 Huds
St., New York 14.





NO-NAIL HANGERS

HOLD 10 LB. - WON'T CRACK ANY WA

No more cracked plaster or unsightly holes—more hammer-bruised fingers when you ha pictures with No-Nail Hangers! Just mois and apply to wall—each No-Nail Hanger safely holds up to 10 Use them on plaster, paper, wood, glass, tile, metal. No to needed—easy to put on, easy to take off without marring w

24 for 98¢ POSTPAID COLORADO RESIDE ADD 2% SALES

SATISFACTION GUARANTEED ON EVERY PURCHASE FROM WAL DRA

Walter Drake
192 Drake Bldg., Colorado Springs 6, Colorado

HOLDS ALL YOUR MAIL AND NEWSPAPERS TOO!

The ideal mail box for everyone who subscribes to magazines or has newspapers delivered. It shelters supersize magazines and Sunday papers from the wet and wind—

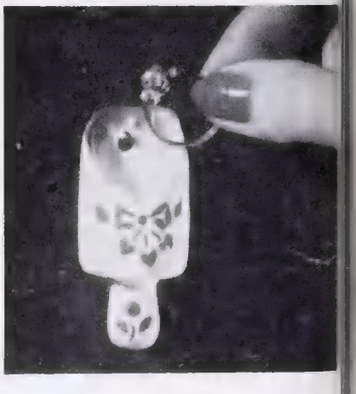


ONLY **$6.95** Postpaid
(Denver and West $7.30)

16" high, 11½" wide, projects 3⅛" to 4⅝" —Streamlined for appearance. Sturdy, non-rusting ALUMINUM. Five baked-on finishes—Antique Bronze, Pearl Grey, Cape Cod White, Hammered Brass, Colonial Black. Deluxe model in "Pebbled Platinum" finished aluminum —$7.50 postpaid. (Denver and West $7.75) Add the lock cover at $2.95 and the box is pilfer proof . . . add the engraved nameplate at $1.50 for individuality.

Send your order today—specify first and second finish choices

NOR-GEE CORPORATION
2219 Palmer St., Jamestown, N. Y.



♥ RINGS ON YOUR FINGERS when you hustling with household chores are likely get caked with soap flakes or even slip do the drain. So put them in this little r scoop. It's as good as an insurance poli says Pat Guinan. White pottery with red green hearts and bow design, it's 2½" x 1 Order one for the kitchen, another for the bathroom. Postpaid, each, 7

The RED DOOR
1707-B Central Street ▪ Evanston, Illi

Shopping

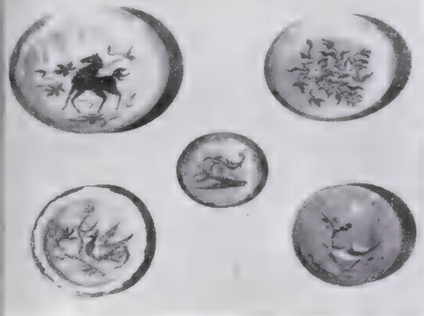


HOOK A RUG. Miss Andrews is a genius. Even for us she took the mystery out of rug hooking and made us want to throw out all our broadlooms. No frame is needed and, under her able guidance, you'll produce your proudest possession. Designs are her own; her color sense is magnificent. $7.50 for design, hook, instructions, and bundle of wool to start 36" x 60" rug. Rebecca Andrews, Walnut Ridge, Ark.



SIMPLY CLOCK-EYED you'll be about this truly handsome tole wall clock. We think it's without equal for over mantel or couch. Copied from an antique French time piece, dial, rim, and ring are antiqued brass; 8-day back winding movement is guaranteed. In antique red, green, or black with gilt decoration. 15" in diameter. $49.50 ppd. Jenifer House, New Marlboro Stage, Great Barrington, Mass.





OUT OF THIS WORLD
ORIGINAL HOLLAND DE KERN

Hand painted, enamel on copper, alcohol, burn & chipproof. These trays and dishes are exquisite beyond words, and no 2 are alike.

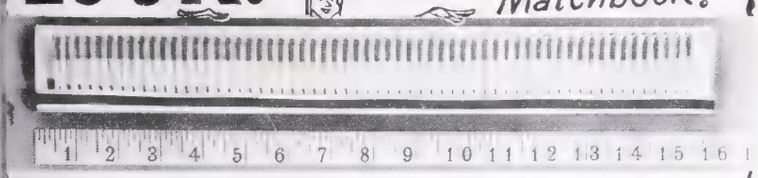
Exciting! Different!

2¾" Dia.	$2.35
3¾" "	3.75
4¾" "	4.25
5¾" "	4.95

10% discount for 4 or more.
Any size. Order by mail.
Sent postpaid. No C.O.D.'s please.

INTERTERRA N.Y. 90 West Broadway N. Y. C. 7

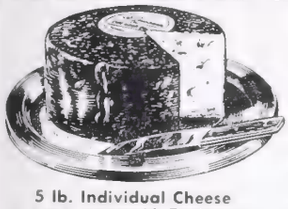
LOOK! world's LONGEST Matchbook!



These sensational matches will last and last AND LAST... They're guaranteed not to get lost! No more hunting all over the house for a light! They'll make an unusually clever gift for matchless friends. Order today! 35c ea., 3 for $1.

THE VILLAGE STORE
LAKE PLACID, N.Y.

YOU'VE NEVER TASTED CHEESE LIKE THIS!



5 lb. Individual Cheese
$4.00 *postpaid. Perfect delivery guaranteed*
Add 50c west of Miss. 75c west of Denver. 3 lb. individual cheese $3.00 postpaid anywhere in U.S.A. Send check or money order to:

An individual cheddar from upstate New York, this cheese is soft-textured, moist, with full, rich flavor. We make each one of whole milk from the famous North country upland herds. Because of unique soil conditions and lush summer grass this milk gives our cheese an unusual and delicious tang. A PERFECT GIFT. Send for one today.

St. Lawrence CREAMERY CO.
311 Maple St., Potsdam, N. Y. • Established 1862

SPOT REMOVER FURNITURE POLISH



REVIVA by
Jackson of London
A Triple Action Tonic For Marred Furniture
REMOVES stubborn surface spots.
CLEANS dirt and grime.
POLISHES to a fine greaseless lustre and covers minor scratches.
NO NEED to worry if you have rings from alcohol, heat or water on your table—nail polish, perfume or liniment on your dresser—ink or paint on your desk—mars on hardwood floors. Just apply REVIVA and most stubborn surface spots vanish like magic. Revives original color and grain of wood. For all dark or light, varnished, shellacked, lacquered and waxed surfaces.
Quart $2.50 • Pint $1.50 • Half Pint $1.00

Use "Patina" Jackson of London English Type Wax (Paste)
A decorator's polish to restore and retain the patine of precious pieces. For all wood and leather. Special BLOND for light woods. $1.25 jar; $1.75 double size.
Plus postage. Sorry, no C.O.D.

Mrs. Mark Jackson's Studio B
68 West 58th St. New York City 19

For Your Garden



Armillary Dial

Signs of the Zodiac (imaginary belt in heavens — paths of Moon, Stars, Sun).

Most unusual and interesting.

Dial: Bronze 12" diam. 15" high $35.00

Pedestal: Pompeian Stone 30" high $15.00

Separately if desired F. O. B. New York.

Many other artistic pieces in Pompeian Stone, Bronze, Lead and Marble. Figures, Fountains, Bird Baths, Pedestals, Vases. Send for our illustrated catalog—*10¢ please for mailing.*

Erkins Studios
42 West 40th St., New York City 18, N. Y.



SOLID CHERRY MATCH SAFE

From our "Quaint American" collection. Hand scroll shaped back. Split hand-turned cups for matches and toothpicks! Solid Cherry. 7½ x 7½ in.; 1½ in. deep.
Postpaid **$2.00**

SEND FOR NEW 1951 CATALOG

It's an exciting adventure to leaf through the pages of this 80-page "Quaint American" catalog. Chairs, tables, cabinets, mirrors and other unusual furniture in Solid Cherry, together with authentic wallpaper, floor covering, reproduction milk glass, and appropriate lamps and accessories.



Please send 25c

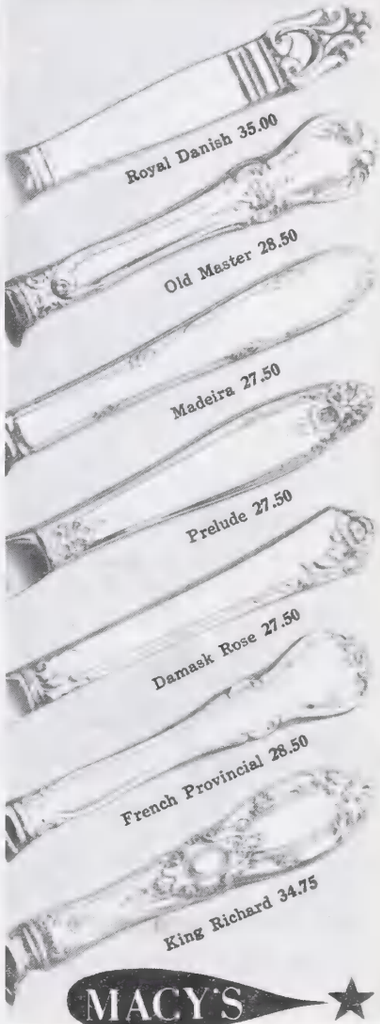
Carl Forslund INC.
122 FULTON
GRAND RAPIDS 2, MICHIGAN

MACY'S
Silver Club Plan

Your Sterling Silver Service

ONLY $5 DOWN, $5 A MONTH

(24 pieces in 4 place settings)



MACY'S

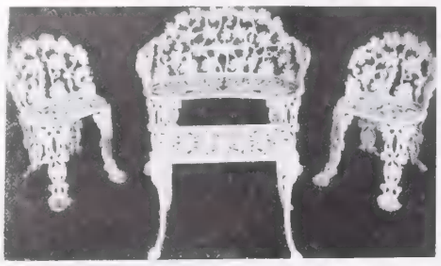
Here's all you do:

- Choose from 158 patterns by all leading American silversmiths.
- Receive your sterling set with your first payment! Set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
- For 4 place settings (24 pcs.) $5 down, $5 a month;
  6 place settings (36 pcs.) $7.50 down, $7.50 a month;
  8 place settings (48 pcs.) $10 down, $10 a month;
  12 place settings (72 pcs.) $15 down, $15 a month
- Receive, without extra charge, a jewel-box anti-tarnish silver chest... engraved initial on each piece!

Prices are for 6 pc. place settings, including Federal Excise Tax. Price-fixed by mfr. under Feld-Crawford Act of N. Y. Prices and terms subject to change without notice.

Macy's, Box 70, N.Y.C. (1) HB 2
Enclose $_____down payment
Pattern_____No. of place sets_____
Name_____
Address_____
City_____State_____
Employed by_____
Position_____
Name of Bank_____
(wife should give husband's occupation)

Attractive prices on these



Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

Left—This complete set in grape design, with large settee. **$72.00**

Large settee #601 39" wide $25.00
Armchairs #602 22½" wide ea. $18.00
Table #160 30" wide $11.00



Left: WELCOME BELL—Blends with any type home and ideal for any entrance. Guest will enjoy pulling this cord and ring this solid brass heavy resonant bell. Sturdy ornamental iron frame with strong pull cord. Excellent for calling children. Only .$12.95



Right: Just the thing for your African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send $24.50.

Below Left: Antique Foot Scraper and Umbrella Stand. Exact copy of New Orleans antique. Combination foot scraper and umbrella rack. Painted white or black. 17" high. Base 11" wide. $6.50





Many other Cast Iron and Cast Aluminum items at attractive prices
Send for catalog



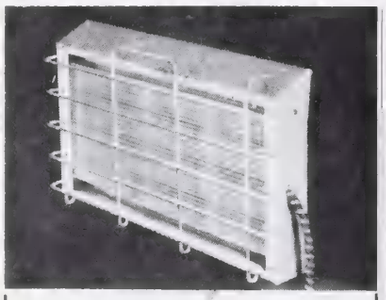
WALL BRACKET for FLOWER POTS

12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. $4.50

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

J. F. DAY & CO.

Dept. B-2
1903 4th Ave., South
Birmingham 3, Ala.



RADIANT GLASS

An Infra-Red Heater you'll soon be seeing at your favorite Drive-In! 8" x 14"-115 Volts - 300 Watts. Although designed as an In-Car Heater for outdoor theatres, it's just right for that cold bathroom or sickroom; in fact, wherever localized heat is needed. Sits on table or hang it on chair or bed. Slowly the soothing, penetrating Infra-Red rays help chase away aches, pains—leaves you feeling world's better.

Postpaid $16.95.

Auto-Ray Heater Co.
508 Duquesne Drive
Pittsburgh 16, Pa.



AT LAST! Electresteem 10 to 24 hour* Vaporizers and ROOM HUMIDIFIERS!

Split-second steam action gives almost instant relief from misery of nose and chest colds. Absolutely safe! Remote water reservoir can't become boiling hot. Automatically shuts off when water evaporates. Detachable Vapo-cup for vaporizing medicaments. PREPAID within continental limits U. S. A. *Furnished with 48½-oz. jar for 10-hour vaporization. For 24 hours use 1-gal. Mason type jar. AC current only. Send check or money order (No C.O.D.) **$6.95**

STANDARD model in gleaming plastic $5.95

DIRECT SALES
P. O. Box 1271, Dept. B, Cincinnati 1, Ohio



BEAUTY WITH ECONOMY

GLASS SHOWER DOORS
or TUB ENCLOSURES

A Glass Shower Door or Tub Enclosure will add beauty to your bathroom as no other single improvement can. They are permanent and inexpensive . . . eliminate constant upkeep and expensive replacement of shower curtains. Send for free folders.

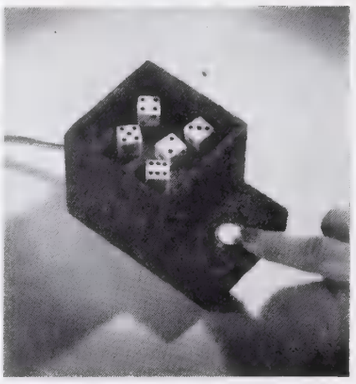
MEDICINE CABINETS

. . . of the highest quality and beauty. Sizes and styles to fit your budget.

SOUTHERN Shower Door & Cabinet Co.
Dept. H.B.-2 4511 Kyle St. Houston 6, Texas



Window



JUMPING DICE. Get off you knees. Mister! The lowly cra game has been elevated to a ne level. With the Electric Dic Thrower, you can even sit aroun the well-lighted dining room ta ble—and who knows?—the ladie may even join you and fatten u the pot. Just plug into any A outlet and press button. Dic get a good case of the shake $7.95 ppd. Game Room, 1538 Con necticut Ave., Washington, D. C



CANARY RECORDS. Th American Radio Warblers ar honest-to-goodness canaries tha have been broadcasting for years and now they've made four 10 plastic records. Play them fo your own canary, and the chance are he'll sing right along wit the Warblers. An album of 3 rec ords includes such favorites a *Skaters Waltz*, *Barcarolle*, etc $3.25 ppd. Arthur C. Barnett. 52 N. Michigan Ave., Chicago, Ill



KLICK 'N KICKS are th snappiest slippers that eve packed flat in a suit case, walke down a Pullman aisle, or gave lazybones the delicious luxury o barefoot comfort. They open fla for easy laundering, snap on i a jiffy. In small, medium, an large sizes, and in children's smal sizes, they're just $1 the pai Postpaid and delivery is imme diate. Northmore's, P.O. Box 756 Highland Park, Illinois.



Amazing results guaranteed!

RE-PLATE worn Silver in just 5 MINUTES!

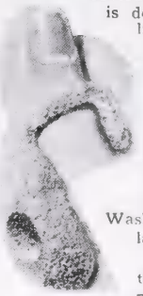
New plating solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE," the new silver-plating liquid, contains pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating; gives worn silverware that "brand-new" look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle is **$4**, postpaid. Economy 8 oz. size, **$7**.

MARKET-COMBERS, Box 3282-B, Atlanta, Ga.

Bunny. They are wonderful. and so comfortable.
Very Truly yours,

The distinguished writing reproduced above is from one of many letters in praise of our Bunny, which, as will be obvious from the photograph, is designed for bunion relief. Not one of our testimonials has been solicited.



The Bunny is made of ultraporous sponge rubber that flattens in the shoe and disguises bulge: it combines in one piece cushion and toe-straightener. Washable, of course, and lasts months.

Once in position under the stocking it "stays put" all day in perfect cool comfort. The elegant way without unpleasant plasters.

Our guarantee is "complete success or refund." The price of the Bunny is $2.00 or the pair $3.85 (fits either foot) postpaid, by mail only from the makers:

PERARDUA PRODUCTS (N-1)
Box 46 Old Greenwich, Conn.

Shopping



SENTIMENTAL GENTLE-AN who gives any one of these irk silver pieces to his Lady air will never be trump-poor in e game of Hearts. Made of erling silver in the handsome epoussé pattern. 12-inch desk le is $10.50; bookmark is $1.65; mbination 4-inch rule and let-r opener is $3.25. Tax is in-uded. Just add 25¢ for postage. elmor. 897-901 Bergen Ave.. rsey City 6. N. J.



DIN THE SMART NEW INEN CLUB, and you'll be e proud owner of a matched ien trousseau that includes erything from fine percale eets to a dinner set—all mono-ammed! There are 2 types of onthly payments to choose from. or full details write for the free ustrated booklet. Franklin-Bay-. The Linen Shop, Inc., 630 No. ichigan Ave.. Chicago. Ill.



AY HAPPY BIRTHDAY to ebruary's crop of celebrators th this gay enameled-on-copper h tray. Your merry greeting splashed across the rose or een tray and its remarkable ice-tag will fit post-Christmas d pre-income tax budgets. Even e mailing carton carries birth-y wishes. Just $1.25 postpaid. der it from The Salt and Pep-r Shop. 445 East 86th Street. ew York 28. N. Y.





From our Georg Jensen Silver collection

The beautiful tables are those set with Georg Jensen silver. There is no greater beauty.. no finer silver.

Illustrated are:
Acorn, left, teaspoon, $9.25
Cactus, teaspoon, $8.
Prices include Federal Tax.

SEND FOR OUR TABLE SILVER BOOKLET, AND SELECT THE PATTERN WHICH WILL HARMONIZE WITH YOUR HOME.

GEORG JENSEN INC.
Fifth Ave. at 53d St., New York 22, N.Y.



EARLY AMERICAN LADDER-BACK CHAIR

$6.75

Don't let the price fool you! Here is a chair of authentic design with a hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood.

Unconditionally Guaranteed!

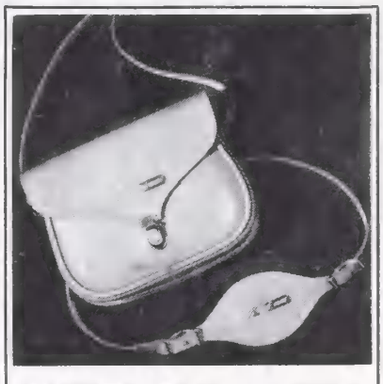
Height 42" Seat 18" x 14" Height of Seat 18"

Unpainted but sanded to a smoothness ready to wax or decorate $6.75
With natural finish $7.75
With Mahogany finish $8.50

COMPARE FOR QUAINTNESS AND CHARM!
COMPARE FOR UNRIVALLED VALUE!
Write for illustrated catalog of other Early American reproductions

Minimum Order: 2 Chairs
Express Charges Collect *Sorry, no COD's*

Jeff Elliot Craftsmen
Dept. B-2
Rt. 3. Elizabeth City. North Carolina



INITIAL BAG AND BELT

Made "personally yours" by simply placing gold-colored metal letters above the Presto Lock. Top grain polished Cowhide shoulder bag in suntan, brown, black, red, green, navy blue or bamboo. Sizes 7½" x 6¾"—$5.00 (plus $1.00 tax) or 8¾" x 7½"—$7.95 (plus $1.60 tax). Adjustable belt $1.95 (no tax). INITIALS per set: 35¢ for two, 50¢ for three. Sold separately. A "SPORT AGE" creation by Bonita. $1.00 deposit on C.O.D.'s

FREE GIFT CATALOG

MURIEL DUNCAN
Dep't HB-2 Haddon Heights, N. J.



Give her a gift she will LOVE

Just hear the "ohs" and "ahs" when this graceful Valentine Ballet peeps out of the box. And, watch her face when she puts on this gorgeous costume of three swirling white flame-proofed tarlatan skirts, topped by the luxurious white satin bodice. Incidentally, when she cocks the perky red hat jauntily on the side of her head, you'll "oh" and "ah" also. The whole costume is set off with red velvet hearts, red satin ribbons and rosebuds. Sizes 3-14. $10.49 ppd. Don't delay, send your check or money order today; also write for folder on other costumes from $3.75 ppd.

PARTYLAND
19 Dore St., Dept. B-4
Boston 16, Mass.

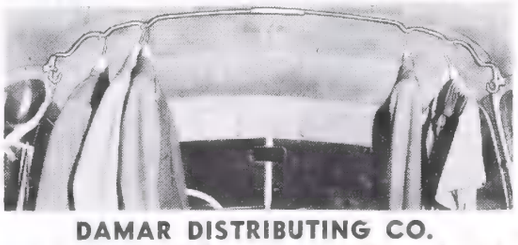
HEAT MIRROR IRONING PAD

We tried to illustrate this for you. but could not. The principle, Is Radiant Heat. Heat rays. reflected from Metal Foil. With the Smooth Copper Heat Reflecting surface. the iron quickly draws out moisture. The downward heat of your iron is Instantly Reflected back. Both sides of flatwork pressed at the same time. Iron glides over clothes without drag. Takes the drudgery out of ironing days. Saves 1 hour ironing time out of 5. Saves up to 20% on your Electric bill. Saves Work. Saves Time. Saves Money. Iron this New Easy Way. Truly Amazing. Pad is smooth and firm. yet it's resilient. Last Indefinitely. Throw away your old style ironing pad. and put on Copper Cote. Perfect Ironing. Only **$3.95** Ppd. With Cover. Sizes. 48"-54"-60". Satisfaction Guaranteed. Order from.

Whey Products
Garden Rd., Vineland 4, New Jersey

AMAZING AUTO CLOTHES RACK PREVENTS WRINKLES

Holds up to 32 Garments FULL LENGTH!



Save cleaning and pressing. Relieve packing troubles. Hang-All is amazingly easy to install. Because of its patented exclusive suspension principle it does not obstruct rear view vision or use of doors or windows. Hang-All fits flush with the roof of your car—does not touch doors or windows—out of the way—always ready for instant use. Instantly detachable if desired. This is the **original, popular,** patented HANG - ALL rack. Send check, money-order, or postal note. $3.95 postpaid. Money-back guarantee within 10 days. Write for free houseware gift guide.

DAMAR DISTRIBUTING CO.
Dept. H-6 22 Treat Pl. Newark 2, N. J.

Window Shopping

Now! OWN A COMPLETE 52-PIECE SET OF THE WORLD'S FINEST Silverware IMMEDIATELY!

PAY $5 AFTER YOU RECEIVE SET, BALANCE IN 12 PAYMENTS

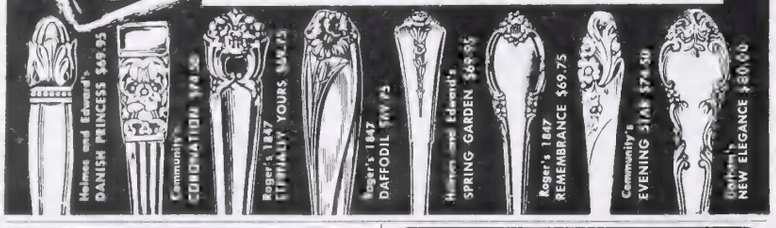
Now you can own and enjoy a complete 52-piece set of magnificent silverware AT ONCE this amazingly easy way! You receive a complete service for eight immediately, *plus* a handsome, tarnish-proof chest at no extra cost . . . yet pay no more than nationally advertised prices! Select any of 17 distinguished patterns by these world-famous silversmiths — take advantage of this convenient payment plan. Silver makes your home far lovelier — order your set today!

Choose from 17 patterns

Holmes & Edwards: Spring Garden, Danish Princess, Lovely Lady, Youth . . . $69.95 each set
Rogers 1847: Remembrance, Eternally Yours, Adoration, First Love, Daffodil . . . $69.75 each set
Community: Evening Star, Morning Star, Coronation, Milady . . . $74.50 each set
Gorham: New Elegance, Cavalier, Lady Caroline, Invitation . . . $80.00 each set

Prices subject to change

The Giftorium
173 CANAL STREET, NEW YORK 13, N. Y.





MINIATURE COACHES

Collecting charming little pieces, such as these, is fast becoming a great American hobby with children and grownups. Exquisitely made, true to scale, in hand-painted metal. Realistic even to movable wheels and poles. Shown top to bottom: 7" coach and four, 5" hansom cab, 7" stagecoach.

postpaid, **$1.25 ea.**

J. J. ANTHONY

BOX 402 • MILWAUKEE, WIS.

CHILDREN LOVE IT!



20 GLASSES FRUIT JELLY $1.00

BETTER THAN HOME-MADE JELLY!

JEL-IT is a delicious, wholesome jellied spread for bread. *Not a gelatin dessert.* Nothing to add but sugar, water and boil 3 minutes. No fuss, no bother! 3 wonderful flavors: Raspberry, Grape, Strawberry.

SEND FOR 4 PKGS. (MAKES 20 FULL GLASSES) $1.00 POSTPAID

MONEY BACK GUARANTEE

FRAZAR FOODS
Desert Springs 1 California



GET SET FOR MONDA with these plastic washing ai that are transparent, lightweig and wipe clean. The basket lir keeps your laundry floor dry, t clothespin apron keeps you d while you hang the wash. A f drops of water in the dampen bag dampens clothes without m dewing for days. Washer cov fits any type machine, protects from dust. Set, $2.98 ppd. L Mar Co., Box 2568, Baltimore, M



SWEET AND LOW in pri this cigarette set is a weddi present that is custom-tailored the midwinter slump of yo budget. Made of Bavarian chi hand-decorated with delicate ro buds, the cigarette box and t ash trays will enchant any bri look like considerably more th the $3.25 price. Ppd. Bren Lin 545 Fifth Ave., New York 17.



WALL CHARMERS. Silh ette prints, hand-screened in deep wine color, come in pai "In the Garden" (shown), "Curtsey." Smart frames have n row gold mat, come in bleach wood finish with soft green, f est green with ivory, maple w forest green, ivory with soft wi 8¾" x 10¾" over-all. $7.50 pair. No c.o.d.'s. Earl J. Jon 727 N. Western Ave., Los A geles 27, Calif.

(*Continued on page* 31)

Remove Nose Hair Safely with **ROUND-POINTED SCISSORS!**



Perfect Gift for a Man!

$2.50 POSTPAID

Here's a *wonderful* scissors especially designed for removing excess nose or ear hair! The rounded ends allow cutting of hair only, guard against cuts and infection possible with ordinary, pointed scissors. Designed to reach hard-to-get-to spots safely, easily. A beautiful precision instrument of mirror finished, nickel plated forged steel. 4¼" long. In leather snap-shut case. Order now. Satisfaction guaranteed.

D. CORRADO, Inc., Dept. C-2
26 W. Clark St., Chicago 2, Ill.
Fine Cutlery since 1905

Send _____ Corrado Nose Scissors @ $2.50 each
Name _____
Address _____
Send for illustrated FREE CATALOG



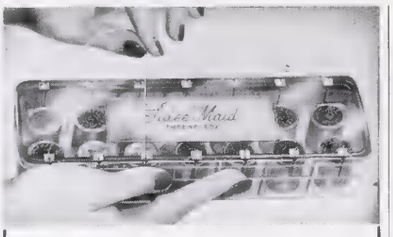
MANTEL and Wall CLOCK!

Action! The Cowboy Rides the Bronco UP and DOWN!

$8.75 *Fed. Tax Included! We Pay Postage!*

Action galore! The bronco actually moves up and down while the clock is running. Frontier [illegible] in full color . . . set in [illegible] of walnut finish tenite plastic, 11¾" high, 6" wide . . . with 4" base. (Remove base [illegible] you have a hanging wall clock.) Guaranteed satisfaction or your money returned in 10 days.

HOME ACCESSORIES CO.
1170 Broadway, Dept. B, N. Y. 1, N. Y.



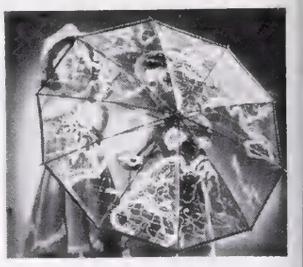
So You Must SEW

DARN those tangled threads!! Gone forever is that hopeless jumble, for TIDEE MAID is a prayer answered. Beautiful clear plastic box has holders for 14 different colors and kinds of thread. Each holder has a separate slot and a razor sharp stainless steel cutter. Pull the selected color thread to the length wanted—and ZIPPO—it almost automatically cuts it off. No mess, no tangle—always in order. You will love yourself for getting it—if used as gifts it is a sure winner. Satisfaction definitely guaranteed.

Only $1.50 postpaid—without thread. No C.O.D.'s please.

SHRELL PRODUCTS
609 So. Federal Street
Dept. C-1, Chicago 5, Ill.

REAL RAIN DODGERS



Transparent Umbrella

Keeping dry to and from school is real fun with this new children's size umbrella of durable vinylite plastic. Your children can see through it as they walk. It's protective and safe . . . educational, too, because it's decorated with a map of the world.

$3.50 Postpaid. No C.O.D.'s.

THE ABBEY COMPANY
4856 N. Broad St., Phila. 41, Pa.

color's just the beautiful beginning in

FLOOR FASHIONS BY NAIRN

the quality Inlaid Linoleum!



You start with wonderful colors—put together the way you want them. Lovely Nairn Linoleum never confines you to commonplace or monotonous designs.

Restful, resilient underfoot—Nairn gives you a floor that's smooth, grease-resistant and easy to clean. A floor that's lastingly trouble-free, too—thanks to Nairn Linoleum's exclusive duplex felt backing.

Actually, beautiful Nairn Inlaid Linoleum is so fine, so durable that it is doubly certified—certified by both manufacturer and dealer—to give you satisfaction or your money back!

NAIRN

SATISFACTION GUARANTEED OR YOUR MONEY BACK

NAIRN INLAID LINOLEUM

Congoleum-Nairn Inc., Kearny, New Jersey. Makers of Guaranteed Floor and Wall Coverings: Nairn Linoleum • Nairn Asphalt Tile • Nairn Self-Polishing Wax • Congoleum • Congowall

©1951 Congoleum-Nairn Inc. "Nairn" is a registered trademark.

Only Nairn Linoleum has this patented duplex felt backing—



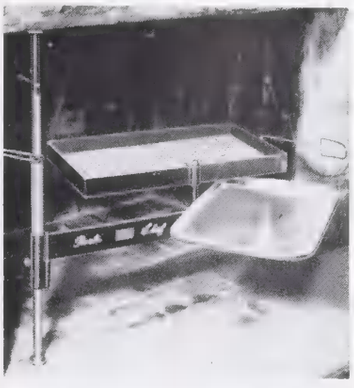
CRANE CO., 836 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

PLUMBING AND HEATING • VALVES • FITTINGS • PIPE

Window Shopping

CONTINUED FROM PAGE 28

ALL-WEATHER GRILL. The Parti-Chef grill doesn't give a hoot for the seasons because it fits any size fireplace for indoor use, spikes into the ground for outdoor living. Wonderful for broiling steaks, cooking pancakes, etc., it has a 10" x 20" swinging grid that makes turning and removing food easy. Outdoors a steel peg replaces the fireplace mount. $19.95 ppd. Lyncraft Products Co., Lake Orion, Mich.



PRACTICAL PAPERCRAFT gives complete coverage of a fascinating hobby of paper products from newsprint to tissue paper. There's a special section on decorating with paper, making decals, finger painting, paper carving and sculpture, lampshade making, bookbinding, etc. Written by an expert in the field, Simon Palestrant, it has more than 400 illustrations. $2.50 ppd. Homecrafts, 799 Broadway, N.Y.C.



THE LADY BANISHES unpleasant cooking or smoking odors with a wonderfully fragrant scent that's concealed inside this wall plaque. There's a Nu-Tone deodorizer for every room, so choose Sophisticated Lady (shown), the Scottie, Canary, or Basket. Refills are available. Plaque with deodorizer is just $1 ppd. No c.o.d.'s. Nu-Tone Products Corp., 49 W. 24th St., New York 10, N. Y.



Hand-hammered, Hand-spun

ALUMINUM GIFTWARE



Luxury CASSEROLES Make every meal a feast! Genuine Pyrex insert. 1½ qt. - - - $4.95
2 qt. - - - 5.95

Large-size ICE BUCKET. Smart lines. Genuine extra-thick FIBER-GLASS insulation. Holds 2 trays of ice cubes. $5.95

New, Smart, PRACTICAL—Exceptional Values *superbly crafted* by hand and polished to gleaming, enduring brilliance. *Impressively styled* to impart a wholly new and surpassing sense of pride. *Exquisite!* Gifts you'll enjoy presenting for any occasion—all year 'round. Mighty useful and desirable in your own home, too.

Order NOW direct from the manufacturer and SAVE. Send check or Money Order. No C.O.D.'s.

ARTCRAFT GIFT MFG. CO.
Dept. H82, 1170 B'way, N. Y. 1, N. Y.

RENEW YOUR RUGS

Amazing New Dye—Just Brush On Rug—Right On The Floor!



"Just like magic," the amazing new dye RUGADUB changes or restores the color of your rugs. Just brush on. Let dry overnight—"presto", your rug looks like "new" in the morning. Can be applied to any wool rug. Colors rug evenly including worn areas. Dyes a 9 x 12 rug.

Conceals Most Spots and Stains

Use on solid, mixed or figured rugs. Five Rugadub colors: Deep Hedge Green, Emerald Green, Midnight Blue, Maroon and Tobacco Brown. Complete Rugadub Kit includes mixing tray, brush, measuring cup and easy-to-understand directions. ONLY $3.95. Hurry—Order NOW!



Money Back Guarantee

Just send $3.95 (check or M.O.) with name and address or order C.O.D. and you pay postage. Specify color. Money back either way if not delighted.

The CHAIR-LOC Co.
Dept. B-1, Freeport, New York

PUBLICK NOTICE

Ye Subscribers beg to advise ye Publick that we have lately published a Most Splendid and Compleat Catalogue, offering to Ladies and Gentlemen of discernment a most commodious line of

Early American Reproductions

all of ye Highest Qualitie, which will be dispatched Promptly by ye Post.

WROUGHT HARDWARE
- Butterfly and Strap Hinges
- Shutter Dogs, Catches, etc.
- Wrought Iron Knockers
- Door Bolts and Pulls
- Early Thumb Latches
- Cupboard Latches
- H & HL Hinges

SPECIAL NOTICE

Old Guilford Forge is licensed by the Williamsburg Restoration, Inc., to reproduce various items now on display at Williamsburg, Va. These supervised and licensed reproductions are identified in our catalogue by the symbol shown at left.

COLONIAL LIGHTING FIXTURES
Early Bracket Lights
Post Lamps • Ceiling Lights
Tavern Lanterns
Whale Oil Hanging Lamps
Wall Fixtures
Sconces and Chandeliers
Fixture Illustrated $22.50 Express Collect

BRASSES for Antiques
- Hepplewhite and Chippendale Pulls and Escutcheons
- Drop Handle Cupboard Turns
- Knobs • Key Escutcheons
- Brass H & HL Hinges and Cupboard Catches • Finials
- Picture Hooks, etc.

REPRODUCTION FURNITURE
Boston Rockers, Hitchcock, Windsor & Ladderback Chairs
Hutch, Tavern, Lazy Susan Tables
Cobblers Benches, Spice Boxes.
A complete Early American line

FIREPLACE EQUIPMENT
- Authentic Polished Brass Andirons
- Early Hand Wrought Andirons
- Fire sets to match
- Brass Fenders
- Wrought Iron Cranes & Trammels
- Fire Lighters
- Wood Baskets
- Log Forks
- Franklin Stoves

ELEGANT GIFTS With an Early American Flavor
- Weathervanes • Sundials • Signs
- Lamps • Candle Holders • Hurricanes
- Pewter • Ironstone • Sandwich Glass
- Tinware • Miniatures • over 1,000 items

SEND 25¢ FOR NEW COMPLETE ILLUSTRATED CATALOG

Direct to you—By Mail

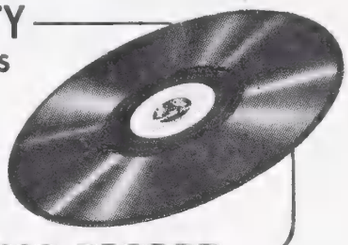
Early American Reproductions By Old Guilford Forge

Old Guilford Forge
Foremost in Early American Reproductions
Americana at its Best for Homes where ... live

26 Broad St., Guilford, Conn.

CONCERT HALL SOCIETY
INVITES YOU TO ACCEPT THIS

Special Introductory Offer



..THIS LONG-PLAYING RECORD

Only $1.00
(WORTH $4.50 RETAIL)

Complete on One Long-Playing Record

MOZART Piano Concerto in F
OR
VIVALDI Symphonies in C & F

HERE is an extraordinary opportunity for music lovers! We will send you your choice of Mozart's delightful Concerto in F—OR Vivaldi's sparkling symphonies. Each of these is superbly performed IN FULL by the Concert Hall Symphony Orchestra. Both are high fidelity recordings—yet you may have either one for only one dollar!

We make this special offer to demonstrate the remarkable quality of Concert Hall high-fidelity recordings. We will also send our free brochure telling how you can obtain our new series of original recordings available nowhere else at any price!

Membership Limited to 3000

Only 3,000 members can own these limited-edition recordings; and right now only 362 subscriptions are still available. The whole interesting story is told in our free brochure, which we will send with the LONG PLAYING record described above. Simply enclose one dollar with the coupon. If not delighted with the record, return it in five days and your dollar will be cheerfully refunded.



Concert Hall Society, Inc. 42
250 West 57th St., New York 19, N. Y.

I enclose one dollar for which please send me the high fidelity LONG-PLAYING record checked below. If not delighted, I may return it in five days for full refund of my dollar. Also send free your brochure describing the new 1951 series of Limited Edition recordings.

☐ MOZART ☐ VIVALDI

Name ..... (Please Print Plainly)

Address .....

City ..... Zone ..... State .....

DAY-n-NIGHT MARKERS

These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- **Reflector lettering—tiny glass beads mirror light at night**
- **Permanent raised letters and numbers 1½" high**
- **Lifetime aluminum—rustproof**
- **Baked enamel—black background—white beaded letters**
- **Double plate 18" long—reads the same from either side**
- **Any wording you want, up to 15 letters and numbers PLEASE PRINT CLEARLY**

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

SATISFACTION GUARANTEED OR MONEY BACK

FREE CATALOG

Spear ENGINEERING COMPANY

22 Spear Bldg., Colorado Springs, Colo.



BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID



MAILBOX MARKER fits any mailbox—install in a minute $1.95 POSTPAID



"TELL HER SHE'S 'NUTS'"

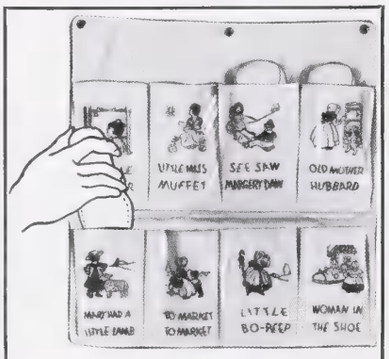
but you love her just the same by sending her this enchanting sugar-and-cream set," says Pat Guinan. The ivory sugar bowl has a little brown squirrel perched on the cover, and the cream pitcher has his brother forming the handle. The set is made of highly glazed ceramic; sugar bowl is 6" high, creamer 4¾" high.

Postpaid, only $3.50 The Set

No C.O.D.'s, please

THE ARTISAN GALLERIES

Fort Dodge, Iowa



CHILDREN'S SHOE BAG

Little Boy Blue and Bo Peep are helpfully persuasive when it's time to put shoes away neatly! Durable heavy plastic charmingly printed with Mother Goose characters. 15" x 16" with eight shoe pockets. Hang on wall or inside closet door. Boy's design in blue, girl's in pink. Order No. GC4451. $1 Postpaid.

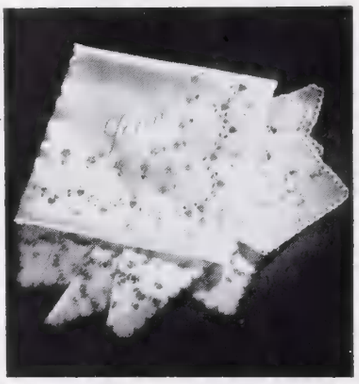
WRITE FOR FREE CATALOG

Miles Kimball Co.

33 Algoma Blvd., Oshkosh, Wisconsin



Window



SO DEAR TO HER HEART. Here's the sweetest love-and-kisses gift of all for Valentine's Day. Beautiful Swiss sheer hankies, sentimentally embroidered with hearts and flowers, come in a handmade satin case. The white case is hand-painted with forget-me-nots, tiny hearts, and any first name. Case with 2 hankies, $6. Postpaid. Order from Mosse, 659 Fifth Ave., New York 22, N. Y.



PUTTING ON THE DOG a warm knitted sweater is one sure way of getting yourself a fine case of puppy love. This one is made of 100% wool, comes in scarlet, green, or navy, and your pooch's name is embroidered in any color you wish. For dogs 10" to 20" long, $3.95; from 22" to 26" long, $4.95. Measure him from neck to beginning of tail. Postpaid from Janss, 163-165 Market Street, Perth Amboy, N. J.



HAVE A HEART that looks like a ruby-red jewel to wear on the pocket of a snow-white blouse, pin to the lapel of a gray flannel suit. Made of plastic, it comes with matching earrings. $1 ppd. And if a young Romeo presents a set to his teen-aged Juliet, she'll be his "steady" and he'll be helping the children with heart disease cared for by Irvington House, 668 Fifth Ave., New York 18, N. Y.

HAND-DECORATED PENNSYLVANIA DUTCH PERSONALIZED WEDDING PLATE

PATTERN MEANS DOVE OF PEACE, LILIES OF LOVE, TREE OF LIFE & GOOD LUCK



They'll cherish it forever. Inscription and authentic 4-color design permanently glazed on rich buff china. 9" in diameter. $5.75 Ppd.





BIRTH PLATES—with colorful horses, name and date glazed on 7" white china. Ppd. $3.75

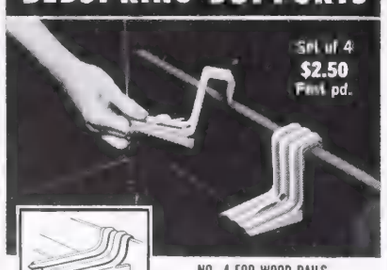
All plates inscribed with "From Your Name" on back and supplied with hanger. PRINT NAMES, DATES etc. Very Plainly Please Send Check or Money Order. No C.O.D.'s

DUTCH TREAT SHOP

5932-42 GERMANTOWN AVE.

PHILADELPHIA 44, PA.

YOUR BED CAN'T COLLAPSE WITH THESE NEW BEDSPRING SUPPORTS

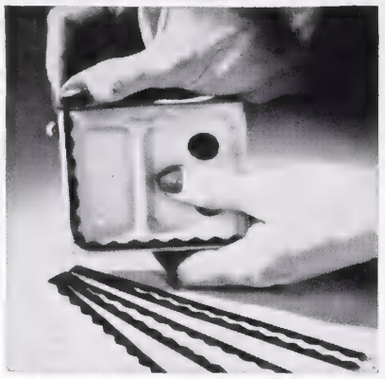


NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E Atlanta, Georgia



NO MORE SCRATCH!!

Protect furniture surfaces with

RIC-O-BAC

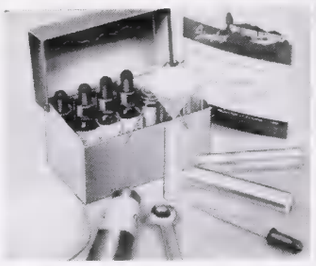
the magic wool felt cushion. Self-adhesive to all surfaces, all materials . . . No gluing, Washable, Permanent . . . Conforms to any outline or size of bric-a-brac, lamps, ash trays, etc . . . Cushions, silences, stops breakage . . . easy to apply, just press it on

4 Packages . . (4 yards) . . $1.00

Post Paid In U.S. --- No C.O.D.

Paul O'Dea & Co. 1624 So. Center St. Terre Haute, Indiana

A Simplex SOIL TESTER FOR THE HOME GARDENER



Why let deficient or improperly balanced soil destroy your gardening efforts? It is so easy to test with this new Home Simplex Soil Tester which gives amazing results. Ideal for those who want finer gardens, lawns and house plants as no knowledge of chemistry is needed. Provides soil and tissue tests for nitrogen, phosphorus, potassium and acidity. Equipment and solutions replaceable. Only $6.50 complete.

THE EDWARDS LABORATORY

Box 2742-K Cleveland 11, Ohio

Shopping



AKE THE SWITCH a dec- ative exclamation point on your all with these handsome bar- ins. They're practical. too. No ore smudges around the light witch because they actually pro- ct the wall! Made of black etal. the single plate is 60¢ ch; double plate is 85¢. Re- ember the bartender for your mpus room. Neville's. 311 High reet. Burlington. N. J.

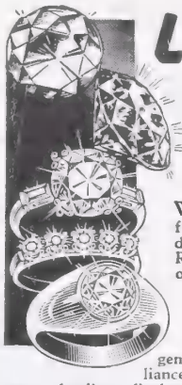


'S A SKETCH of *your* house. original pen-and-ink drawing. d it lends enormous distinction this unusual note paper. Send a clear photograph. Your ad- ess appears under the sketch d on the back of envelopes. ketch and printing in black. own. red. green. or blue on ckle or plain white stock. $24.50 r first 100 notes and envelopes. d. The Custom Stationery Co.. x 321. Bronxville. N. Y.



REAT GUNS! Serious collec- rs as well as small bang-bang tists will have the time of their es with this extraordinary min- ture. Made of green metal. the nti-Aircraft Gun uses caps as plosive power. and it's an exact py of its big brother. About 8" ng. it's yours for $4.85. Post- id from J. J. Anthony. Box 402. ilwaukee 1. Wisconsin.





LOOK! *Amazing New Discovery!*

It's More Brilliant Than a Diamond!

Write today for the FREE illustrated booklet that tells the full story of the latest miracle of science — the story of a glorious jewel discovered in the laboratories of one of the world's largest corporations. Read all about the Kenya Gem that so closely resembles a diamond that only an expert can tell the difference.

More Fire! More Brilliance! But Costs Far Less!

This marvelous gem has more brilliance, more fire, and a more dazzling display of color than the finest diamond, and yet it costs only 1/30th as much as a diamond of equal size. ***You can buy on Easy Payments if you wish.***

You can now own an unmounted Kenya gem for only $27 (1 carat) to $120 (4 carats); also men's distinctive rings and ladies' fashionable rings and earrings of 14K white or yellow gold set with expertly cut Kenya gems.



The Cinderella of Science

Kenya Gems are the sensational discovery you read about in the Reader's Digest and The Sat. Eve. Post, "the only thing on earth more brilliant than a diamond." It is a true gem, crystallized by science instead of nature. Copyright 1950 Kenya Gem Corp.

Write Today or Send Coupon for FREE Illustrated Booklet

KENYA GEM CORPORATION
DEPT. 242 PHILADELPHIA 44, PA.

Write or Mail Free Coupon Today

Kenya Gem Corp., Dept. 242
Philadelphia 44, Pa.

Please send me, without obligation, the FREE illustrated booklet telling all about Kenya Gems.

Name .....
Address .....
City ..... State .....

Shelley
English Fine Bone China



Cup of the Month Club

Receive every month a different beautiful bone china tea cup and saucer, six months membership... **$18.00**
First month's cup is a pure white dainty shape cup trimmed with a deep blue spray of leaves and flowers. May be purchased separately. Postpaid for only **$3.50**
8" plate or Demi Tasse cup to match. Same price.

Send for catalogue F.

The Ferns Gift Center
OLD FORGE, N. Y.
NO C.O.D. PLEASE.



Charming
CHANTICLEER CRUETS

A darling pair to adorn your table. Gracefully fashioned of imported Italian pottery —these captivating cruets are highly glazed, plainly marked for oil and vinegar. Perfect for your salad necessities—they are gaily handpainted with colorful Chanticleer design against oyster white background—blend beautifully with any decor. A delightful hostess gift.

$4.75 pair, postpaid
Salts and peppers to match • $2.50 pair postpaid
No C.O.D.'s, please
Write for Catalogue B-21

THE SALT AND PEPPER SHOP
445 EAST 86th STREET NEW YORK 28, N.Y.

SENSATIONAL RODLESS VALANCE-CURTAIN Combination

ow you can have curtain & Valance in e piece with Valeat, Nationally adrtised Elastic action lance-Curtain For ngle & Double winws. No Rods. No wing, no measuring sy to launder and on. Ready to hang mplete with hardre and simple dictions. Versatile! R EVERY ROOM THE HOUSE. rfect over venetian inds, curtains, etc.



White Permanent finish organdy with solid colored everglaze chintz Centerband and valance. Red, Green, Blue, Gold, Wine, Rosedust $4.95
For Double Windows $5.95
White Permanent finish Nylon Marquisette with solid colored everglaze chintz Centerband and valance. Red, Green, Blue, Gold, Wine, Rosedust $4.95
For Double Windows $5.95
Flocked Bow Knot on white permanent finished organdy with solid colored everglaze chintz centerband and valance. Red, Green, Blue, Gold $4.95
For Double Windows $5.95
Flocked Polka Dot on White Permanent finish organdy, with solid colored everglaze chintz centerband and valance. Red, Green, Blue, Gold $4.95
For Double Windows $5.95
Plastic (Looks like chintz) (Solid Colors). Red, Green, Blue, Gold, Wine, Rosedust.
For Single Windows only $2.95

nclose Check or Money Order, we pay postage . . . C.O.D.'s, you pay postage. Money Back thin 10 days if not satisfied.

OADWAY MILLS, Dept. HB, 220 5th Ave., N.Y. 1, N.Y.

NEWEST INVENTION IN EASY CLEANING



SNAPS ON A BROOM
SNAPS ON A MOP

CLEANS WITH ONE EASY STROKE

BRUMOP

A really new idea in a washable—soft as lambswool — cover for broom or mop that snaps on and off in a second Cleans ceilings, baseboards, all those out of the way corners in a jiffy.
ORDER YOURS TODAY!

Quantity limited

Just clip your check or money order to this ad.

BRUMOP *nicely packaged* **$1.00** postpaid

BEVERLY TEXTILE MILLS
Dept. HG, Beverly, New Jersey

CERAMICS
NO KILN REQUIRED

SIX beautiful and **GENUINE** ceramic kiln-fired pieces trimmed and ready for decorating! Also **FOUR** colorful glazes that can be heat-hardened in your **KITCHEN OVEN**! You don't need a kiln! Actual catalog value, $6.00. Special price complete outfit No. 822, postpaid **$2.50**

Our big catalog lists many unusual casting materials. For example, **CERACAST**, the clay that can be hardened in your **KITCHEN OVEN** with beautiful glazes to match! Introductory outfit consists of **THREE CERAMIC MOLDS** for making beautiful **DEMITASSE CUPS & SAUCERS** and attractive **CERAMIC BROOCH** (see illustrations above), 4 colorful glazes, brushes, instructions and quantity of **CERACAST** clay! Complete outfit, No. 25-B, special price ..... postpaid **$4.95**

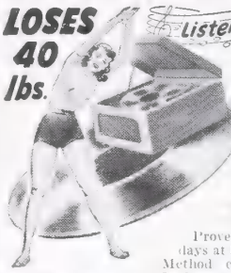


Other unusual items ..... **CASTEX**, the clay that makes **UNBREAKABLE CASTINGS! CANYON COLORS**, the most amazing decorative material you have ever seen! And others too numerous to mention. Send only 25c for our catalog, listing over 300 **MOLDS, BISQUE WARE**, accessories and decorative materials. Valuable book on **CASTING** will be included with catalog at no extra charge!

PLASTICAST COMPANY (Dept. 8)
(Write to nearest address)
170 N. Halsted St., Chicago 6, Ill. P. O. Box 987 Palo Alto, Calif.

LOSES 40 lbs.

Listening to Music



"I lost 40 lbs. in 3 mos. I never felt better in all my life."
Mrs. Betty Blazek, Chicago

"GET THIN TO MUSIC" with WALLACE Reducing Records

Prove to yourself, in 7 days at home, the WALLACE Method can help YOU take off excessive weight. Reduce waistline and bulging hips. FEEL BETTER the first day—WEIGH LESS in a week.

NO STARVATION DIETS—NO DRUGS

The Wallace Method works with Nature. It safely brings quick, satisfying results. Reducing the WALLACE Way is play—it's fun to "GET THIN TO MUSIC."

FREE PROOF Accept this amazing offer of proof. You can soon start YOUR actual reduction. First reducing record and lesson sent prepaid and plainly wrapped. Try this full-sized, double-faced record 7 days at home. No payments to make now—no promise to pay later. Just an out-and-out FREE test as the coupon clearly states. Fill it in and mail today.

WALLACE RECORDS
Suite 1617 154 E. Erie Street Chicago 11, Ill.

WALLACE, Suite 1617
154 E. Erie St., Chicago 11, Ill.
Please send record and first reducing lesson. FREE and postpaid. I will either enroll, or mail back your record and lesson at the end of a 7-day trial. This does not obligate me in any way.

Name .....
Address .....
City ..... Zone ..... State .....



UNBREAKABLE TRAVEL-TRANSFER

TOILETRIES KIT

Identification LABELS Included

Simply marvelous, these feather-light, leak-proof, squeezable Bottles and Jars. A MUST for the traveler . . . wonderful for the home. Transfer liquids, creams or medicines into these unbreakable, flexible, plastic containers for safety and convenience. Avoid costly and dangerous breakage and loss of contents. COMPLETE KIT consists of TWO beautifully designed 1½ oz. JARS; TWO 4 oz. BOTTLES, all with anodyzed gold caps; set of special adhesive identification LABELS; and attractive, ZIPPERED heavy gauge vinyl plastic CARRYING CASE **$2.75**

ADDITIONAL CONTAINERS

2 oz Bottle, 35¢ each. 4 oz. Bottle, 45¢ each. 6 oz. Bottle, 55¢ each. 1½ oz. Jar, 55¢ each.

Minimum Order $1.00

SNUG-A-BED

ELECTRIC MATTRESS PAD

Cold sheets and annoying heavy blankets make sleeping a problem? No need to perspire one minute, freeze the next. Simply plug in your SNUG-A-BED and sleep completely relaxed, "snug as a bug", even in zero weather! SNUG-A-BED fits smoothly over entire top of mattress. Naturally rising heat envelopes you in healthful warmth, keeps you comfortable under lightest covers. Never gets hot, but maintains gentle heat at 2 to 4 degrees above body temperature. Perfect for blanket kicking youngsters. Wonderful for insomnia, invalids, or those with arthritis, neuralgia, allergies; wherever heat is beneficial. Regardless of body weight, wires cannot be felt. Costs less than 1¢ a day to operate. Washes like an ordinary mattress cover. Comes complete with clear vinyl plastic storage bag. GUARANTEED by manufacturer for one year. ABSOLUTELY SAFE! Approved by Underwriters Laboratories.

Full or Twin, Each **$21.00** Crib Size, **$15.00**



Sorry, no COD's.
Satisfaction Guaranteed.

ELRON 156 W. Chicago Avenue, Dept. AC-20, Chicago 10, Illinois



Graceful COCKTAIL TRIO

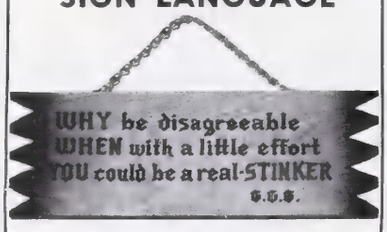
In Double-Walled Thermal Plastic

Graceful accessories that handsomely play host to your favorite cocktails! Attractively fashioned in durable plastic . . . the Martini Jug topped with an olive, the Manhattan Jug enhanced by a cherry. Each holds 20 ounces. Double-walled thermal protection keeps cocktails chilled and undiluted for hours with half the usual quantity of ice! Jugs are 6⅝" high, 4½" in diameter. Beveled-edge tray is 5" x 10". Available in Mahogany, Copper, Pewter or Green. For your own use . . . for a wonderfully welcome gift! Just **$8.95** the set, postpaid.

Sorry, no C.O.D.'s

Larchmont Gift Shop
1930 Palmer Ave. Larchmont, N. Y.

SIGN LANGUAGE



Perfect for Home Bar, Rumpus Room or Office!

These signs speak for themselves. (A) Why be disagreeable when with a little effort you could be a real stinker. (B) Everything I like is illegal, immoral, or fattening. (C) Enjoy yourself, it's later than you think. (D) 3 things that never return—The past life, The neglected opportunity, The borrowed umbrella. Natural wood highly shellacked, lettered in black and red. Heavy chain attached for hanging. 16" x 5¼" **$2.95** each.

(Postpaid in U.S.A.)

Send for FREE "Tippler" Catalog 27S

BAR MART

62 W. 45th ST., N. Y. C. MU. 7-1190
America's Most Unusual Store
Bobbie Ganger, Executive Director



HAVE FUN

with Indoor Gardening

IT'S EASY WITH THE AMAZING HUMIDITY DOME

Watch Plants Grow Like Magic from "Slips", Leaf Cuttings and Seeds

Fascinating new miniature greenhouse takes guesswork out of starting all house plants from seeds and cuttings. Scientific vent construction automatically controls humidity and condensation . . . prevents leaves from wilting and seeds from drying out. Wonderful for starting vegetable and flower seeds indoors. Complete with the only self-watering, durable glass plant container made. Choice of Sol-T colors of Rose Quartz or Leaf Green, with crystal Dome. Overall height, 10".

$2.95 complete

3 sets $8.20, postpaid. No C.O.D.s, please. Extra Plant Containers, $1.50 each; 3 for $3.95

FREE BOOKLET with order, "Success with House Plants indoors or Violets." Single copies, 10¢ each

ALETHEA HAMILTON
Dept. 82, 514 Hudson Street,
New York 14, N. Y.

SMALL BUST

WOMEN!

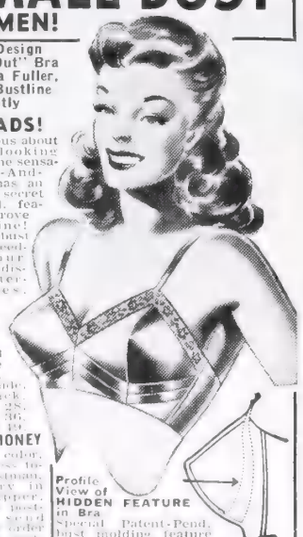
Special Design "Up-And-Out" Bra Gives You a Fuller, Alluring Bustline Instantly

NO PADS!

Self-conscious about your flat-looking bustline? The sensational "Up-And-Out" Bra has an exclusive secret patent-pend. feature to improve your bustline! No artificial bust build-up needed! All your clothes will display sweater-girl curves. Elastic back and easy-to-adjust shoulder straps. Beautiful washable fabric. COLORS: Nude, white, black, blue. Sizes 28, to 32, 34, 36, 38 only $2.49

SEND NO MONEY

Send size, color, name, address today! At postman's door, deliver to plus postage. Or send $2.49 with order and we pay postage. Money-Back Guarantee if not delighted in 10 days.



Special Patent-Pend. bust molding feature on inside of bra lifts, supports and cups small, flat busts into Fuller, Well-Rounded "Up-And-Out" Curves!

TESTED SALES **Dept. MR-42B2A**
296 Broadway **New York 7, N. Y.**



Window



MEN WORKING on thei whisky and soda will get righ in the spirit of "One for th Road" if you give them thes amusing drink stirrers. They ar miniature copies in plastic of th well-known road signs, with clea "posts" and yellow tops. Set in cludes: Soft Shoulders, Detour Watch for Curves, Dead End Slow, Men Working, and 3 sym bols. $3.50 for 9 ppd. Warre Guggenheim, Box 86, Enka, N. C

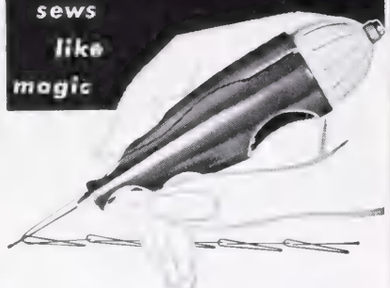


HIGH AND MIGHTY stand the pheasant, crowning a fin weather vane made by a fin craftsman. Executed in alumi num, except for the roof shaft, i is finished in satin black, woul be a handsome "weather-eye" fo the roof of your house or garage 21" across, 24" high, the price i $10.35 f.o.b. Hagerstrom Metal craft Studio, Wheeling, Ill.



PICK THE BUCKET that i the gayest handbag a pretty Jil ever hooked over her arm. It's real oaken bucket, scaled dow to 1951 fashions, and the knol on the hinged lid makes it eas to open. The inside is a festiv red, the outside is girdled wit copper bands, the strap is genu ine leather, and it measures 5 high, 6" wide. Just $2.95 post paid from Green Gable Gifts Gracie Station, New York 28, N. Y

MAGIC · STITCHER



THE GREATEST INVENTION IN HAND SEWING SINCE THE NEEDLE

Now you can do a professional job at home in half the time. Sew a beautiful invisible blindstitch hem *without rethreading your needle*. For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking—other stitches. Uses regular or *elastic thread*. Light as a feather (1 oz.) fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted.

2.95

ALBIN OF CALIFORNIA
111-15 N. La Cienega, Beverly Hills 2, Calif.

MANY Hollywood Stars

REDUCE

THIS NEW EASY WAY

LOSE WEIGHT THE EASY, PAINLESS WAY. No Medication. No Pills. No Diets. No Exercises or inconvenience. You merely get into LUZ-WATE and within mere minutes you can feel the effects. Uses Steam-Bath principle without the necessity of bulky expensive equipment or massage parlor fees. This easy means works as you play, work, sleep or just loll around. You lose weight through excessive perspiration.



$3.98 Complete

- No skin irritation
- Pure Virgin Vinyl
- Can be worn alone or over clothes
- Up to size 52
- 30" zipper
- Money Back Guarantee
- STEAM BATH EFFECT

START REDUCING TODAY! Order now!

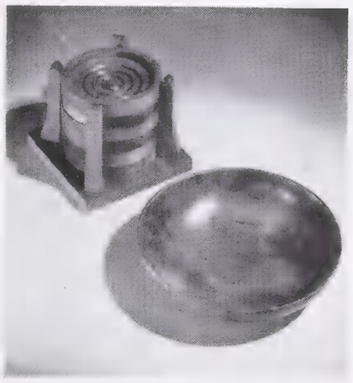
Enclose check, money order or cash for $3.98 and we will forward your LUZ-WATE Suit by return mail. If you prefer, we will ship C.O.D. Pay postman $3.98 plus postal charges.

FALCON SALES CO., Dept. R-189
175 Fifth Avenue New York 10, N. Y.

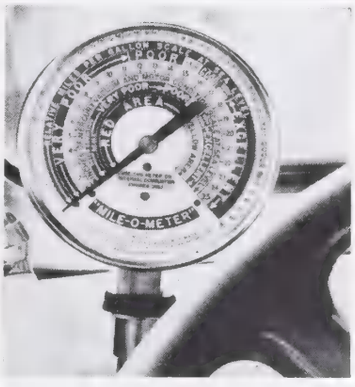
Shopping



BIT OF BERMUDA comes you in these lovely pieces made Bermuda cedar—the wood that as much a part of that enanted island as turquoise water d the bicycle traffic of Front reet. Individual salad bowls, 6" de. are $7.95 for 4. Nest of perb coasters, $4.95. Ppd. Berda Imports, Madison Square O. Box 253, New York 10.

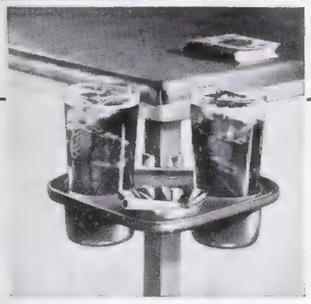


ILE-O-METER is a remarkle gauge for your dashboard at indicates how many miles per llon you are getting. Not only it an effective aid for achieving soline economy, it also tells the iver what to check if his car's rformance is below normal. Cerfied by the American Automole Association, standard model, .75, de luxe chrome, $14.95. pd. Gale Hall Engineering, 107 orthampton St., Boston, Mass.



T YOUR FEET you couldn't k for a more decorative lift an the Betty Sims footstool. ade of solid mahogany, it's a extra seat for guests, a "down-front" television perch, a story-ne roost for a nightgowned ild. 12" x 16" seat is removable r applying your own needle-oint. In selected tapestries, $7.50. xp. coll. No c.o.d.'s. The Chair hop, Box 220, Hickory, N. C.





CARD PARTNERS

Leave the table clear for playing. No spilled drinks—a boon to the hostess. Clamps on table legs and has place for 3 glasses and an ashtray. Green, Cherry, Sandalwood or Yellow plastic. A pr..... $3.25 ppd.



Golden Bell Cigarette Server

Rich, highly polished brass to sparkle on coffee, bridge or dinner table. Holds a full pack of reg. or king size cigarettes. Interior and base of clear plastic act as humidor.

$1.95 ppd.

GRENADA 18 East 41st St., Dept. C1, New York 17, N.Y.

Special

INTRODUCTORY OFFER!



To get new customers we offer these enchanting lustrous

CHINA TEA POT SALT & PEPPER SETS

(regular $1.25 value)

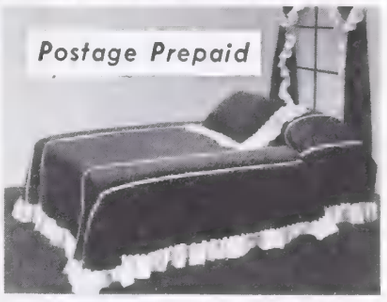
FOR ONLY **50c** POSTPAID

Not more than two sets to each customer. **YOU'LL LOVE THEM!** Floral china, colorfully decorated. 2" high. Pours easily from spouts. They're darling. No C.O.D.'s please.

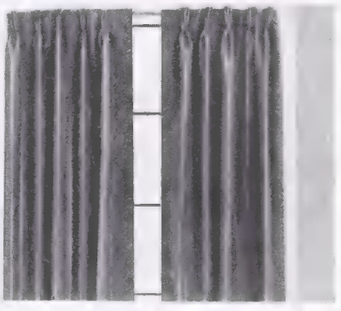
GREAT AMERICAN SALES CO.
529 So. LaSalle St., Dept. 39, Chicago 5, Ill.

Color and material samples on request. Send for our catalogue.

SHOP by MAIL at COLTEN'S



SEERSUCKER'S WONDERFUL because you don't have to iron it and when you find a bedspread as fashionwise as this, it's unbeatable. Solid color ensemble pieces of forest green, dusty rose, mint green, cloud grey, royal blue, yellow, cocoa brown, chartreuse, pink, blue or wine all trimmed with a 5" white ruffle. Twin spreads 9.95, double spreads 11.95, 2½ yd. drapes 8.95, vanity skirt 5.95, sham 3.95. Prepaid.

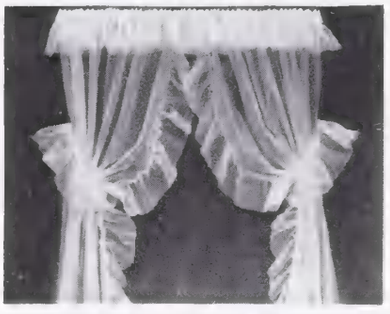


SUCCESS STORY . . . . our best selling draw draperies are pinch pleated, ready to hang. Corded rayon bengaline-faille (finished pleated width 48" per pair) in corn yellow, mint green, forest green, medium blue, rose-beige, rose-dust, eggshell, wine, cherry rose, grey or chartreuse. 54" long, 4.95, 63" 5.50, 72" 5.95, 81" 6.50, 90" 6.95. Prepaid.



LUXURIOUS BEDSPREADS of rich rayon faille has lavish double diamond quilting, precise tailoring, and generous gathers. In jewel tones of hunter green, chartreuse, grey, burgundy, dusty rose, blue lagoon or crimson. Twin spreads 12.95, double 14.95, lined 2½ yd. drapes 11.95, vanity skirt 7.95, sham 5.95. Also available in dust ruffles and coverlets. Prepaid.

PERMANENT FINISH NYLON curtain is 100" wide (per pair) and has the perky crispness of organdy, the practicability of nylon plus a new permanent finish by Dupont that won't wash out. Wide, double full 6¼" ruffles have picot edges. Soft ivory shade. 63" 12.95, 72" 13.95, 81" 14.95, 90" 15.95, 90" x 188" double width 27.95. Prepaid.



DUST RUFFLES and QUILTED COVERLETS in everglaze chintz come in 8 solid coordinated colors you can mix or match. Choose cloud grey, hunter green, powder blue, maize, cherry red, flame or white. Dust ruffles are 8.95 in twin, 9.95 in full sizes. Quilted coverlets are 13.95 in twin, 15.95 in full. Pillow sham 5.95. Ruffled draperies 90" long 12.95. Prepaid.



MONOGRAMMED SHOWER CURTAINS of heavy bodied rayon taffeta are water-repellant, mildew-proof. Choose one color for the 12" monogram, one color for the curtain from hunter green, water green, yellow, peach, wine, grey, flamingo, white, black, rose, red, royal, ice blue. Curtain 6 x 6 ft. with monogram is 10.95. (Monogram is on right side with your last initial centered). Matching ruffled window draperies 6.95. Prepaid.



COLTEN'S

Write MISS SMITH
1351 BEACON STREET
BROOKLINE 46, MASS.
Established 1921

"One Of America's Finest Home Furnishing Specialty Shops"



This smart corner combines drapes of lovely FRAGILE CLOTH with a rug of handsome SHAG CLOTH — simple as ABC to make!

Put Beauty in Any Corner with FRAGILE CLOTH

Itasca's Lovely New Decorator Fabric



New, different and easy to sew, Itasca's FRAGILE CLOTH is only one of a collection of smart decorator fabrics in exquisite textures, soft, glowing colors! Itasca fabrics are extremely adaptable — with only a slight knowledge of sewing you can make lovely drapes, slipcovers, bedspreads, shag rugs and upholstering. Color-fast, stay beautiful for years — wash perfectly, need no ironing.



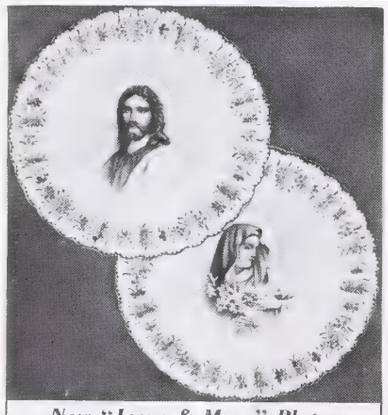
Send for Handsome Home Decoration Book PLUS 25 Fabric Samples . . .

See . . feel Itasca fabrics for yourself. Send only 25c for 25 samples — plus unusual home decoration book "Interiors Beautiful." Illustrated in full color, tells how to make drapes, slipcovers, bedspreads, upholstering. Worlds of information, stunning decorative schemes. Send 25c for book and samples to

ITASCA WEAVERS GUILD
Dept. HB-9 • Itasca, Texas

ONLY TWO STORES . .

in the world sell famous Itasca fabrics. Write today for samples—you'll be surprised and pleased at the low cost of these smart Texas fabrics!



New "Jesus & Mary" Plates

Beautiful companion portraits of "Our Savior" and "Virgin Mary"—each reproduced exquisitely on a full 10 inch fine China Plate with 23 Karat Gold Lace Border. Full, bright, permanent fired-on colors. Treasured as gifts or for yourself. Only $1.98 each plus 25c boxing charge, postpaid or sent C.O.D. Safe, prompt delivery. Satisfaction guaranteed or money back. (We also have "Last Supper" and "Inspiration" plates at same prices.) Plate hangers, 25c each. **Allyn & Co., Dept. HB, 271 Vance Ave., Memphis, Tenn.**



BANISH SCRATCHES IN A JIFFY WITH

ALMOND STICK

$1.00 PPD. **EASY TO USE AS LIPSTICK . . . .**

Just rub Almond Stick over furniture scratches and see them fade from sight. Rub over whole table to bring out hidden beauty in wood. Works like magic on marred, faded spots. Use on light or dark wood without danger to finest finish. One stick will last for years.

Order From This Ad. No. C.O.D.'s, Please

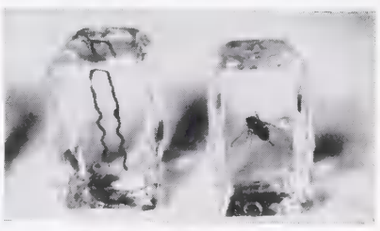
GLASSCRAFT
920-B Chicago Ave. Evanston, Ill.



Paper Weight Birth Memento

Very sentimentally yours . . . baby's hospital identification beads . . . to have and to hold. Preserve and display them this lovely, permanent way . . . just send them to us, we'll imbed them in a 3" square lucite paper weight and inscribe baby's name in gold. Makes a charming little accessory you'll cherish through the years . . . a wonderfully welcome gift for the new Mother! Just $3.00 postpaid.

Keepsake Shops
112-H 48th Street Union City, N. J.



BAR BUGS

EEEK! That's what most people say when they find a Bar Bug in their glass. Bar Bugs (in case you haven't heard) are plastic, ice-like, cubes—with real bugs, or tacks, or hair pins sealed inside. If you have a peculiar sense of humour, like we have, you'll have great fun using them in your guests' drinks. **$1.00** set of 4 (all different). Gift boxed and postpaid (No C.O.D.'s please).



Send for free catalog of Smart Bar Accessories

the GAME ROOM
1538 Connecticut Ave., Washington 6, D. C.



Window



HANG THE LUCK of the horseshoe at your hearth, pluck it off to use as a coaster for your martini pitcher. To continue your lucky streak in affairs of the heart, order the Cupid trivet that's made up with love symbols. Wonderful for hot dishes or flower pots, the horseshoe is 7½" x 4½"; cupid, 8" x 3⅝". In black iron, $1.10 each postpaid from McCutcheon's, Fifth Ave. at 49th St., New York 22, N. Y.



USE YOUR IMAGINATION, and picture these lovely candlesticks on your dining-room table, sideboard, or hall console. Made of sterling silver with weighted bases, the gadroon borders and fluted stems make them as graceful as a court curtsey. 10" high, $16.50 the pair, including federal tax and postage. Giftorium, 173 Canal St., New York 13.

MAKE YOUR OWN PHOTOCARDS for every occasion





Valentines Day — Christmas
Birthday — Mothers Day
Birth Announcements — Parties
Easter — Anniversaries — Etc.

COMPLETE KIT & SUPPLIES $3.99 ppd.

TAKES JUST A MINUTE! Just select a snapshot negative (any size), place in the printer—slip in a sensitized photo card—expose to the sun a minute (or a big light bulb) and put in water—**AND PRESTO—YOU GET A BEAUTIFUL CLEAR PHOTO CARD IN FOUR BEAUTIFUL COLORS!** No chemicals, darkroom, fuss, muss or experience needed! Photo Greeting card will not fade and should look nice for years! **NOW YOU CAN HAVE REAL PERSONAL PHOTO GREETING CARDS IN A FEW MINUTES FOR EVERY OCCASION!** Complete kit includes photo card printer, edge embosser and finisher, masks, 25 sensitized photo cards and envelopes to match, full instructions **AND 10 SAMPLES OF PHOTO GREETING CARDS USED FOR EVERY OCCASION. MONEY BACK GUARANTEE—RETURN MAIL DELIVERY IF YOU ORDER NOW**—Rush $3.99 (ck., mo., bill) for postpaid delivery or pay $3.99 COD plus postage fees on arrival. **MAKE YOUR PERSONALIZED PHOTO GREETING CARDS THE TALK OF THE TOWN!** Extra sensitized cards $1.00 for 20 with matching envelopes postpaid.

MIDWAY CO. Dept. KHB-2 KEARNEY, NEBR.

FREE CATALOG on SHAPED TO FIT Plastic FURNITURE COVERS



MADE OF TOUGH FIRESTONE VELON

Plastic covers provide lasting beauty for your furniture. Guard against dirt, grime, children or pets. *Over 30 different styles,* including **Sectionals, Lawson, Kidney, Wing, Hideabeds** and others. Soft, pliable, won't crack or peel. On or off in a jiffy. Lowest prices, *plus money-back guarantee!* Most chair sizes $3.95. **Write for FREE CATALOG & SWATCH—send name and address NOW!**

House of Schiller
Dept. HB-2, 180 N. Wacker, Chicago 6, Ill.



TEXTILE PAINTS



You **can paint colorful designs, monograms on garments, gifts.**

- Rainbow brilliant colors, 8 in kit — 24 available.
- Will not stiffen cloth.
- Washable, color fast.
- Brush, stencil or spray.
- Quick drying.

Complete kit only $3.95 Postpaid in U.S.A. Money Back Guar.

Free **Extra, each kit . . Special Nylon-bristle textile-painting brush. Mention this ad.**

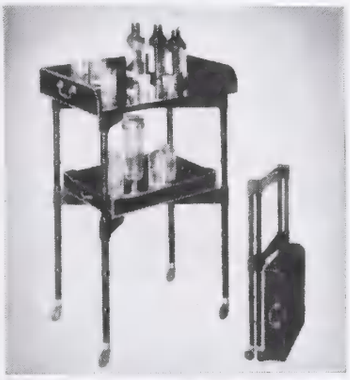
Send Check or M. O. **Irving's OF TEXAS, LTD.** **No C.O.D.s Please**

BOX 4687 • DALLAS, TEXAS

Shopping



OLDING BAR. We're so ex-ited about the price and appear-nce of this mahogany bar, that e've earmarked it for our hus-and's birthday. The top of the ork surface and removable tray Formica that matches the ma-ogany, natural or black lac-uer finish. Tooled in 24k gold, measures 25½" x 18" x 39½" igh, folds for storing. $39.95 ostpaid. Maymac Company, 660 ocust St., Mount Vernon, N. Y.



THE OBJECT OF YOUR ONFECTION will eat her eart *up* if you give her this one ade of delicious, spicy ginger-read that's decorated with multi-olored sugar flowers. Marked ith "I Love You," it's a senti-ental if not subtle valentine. end one to your favorite pint-ize sweet tooth, too. $1 ppd. Klepa Arts, 8413 West Third treet. Hollywood 28, California.



Personalized Piggy Bank



Start the New Year right!

Now you can buy beautiful piggy banks for all the family and see who can fill his first. Money, deposited through the mouth, is taken out through the metal opening under the felt base. Made of art composition. Black pig has hand painted floral sprays and pink trim. We will hand paint your choice of first name in either pink or blue for same price.

Send check or money order, we pay postage. Please state size and name desired for hand painting.

7" Piggy $1.98 — 13" Piggy $3.98 — 9" Piggy $2.49

COLONY N. PRODUCTS
1133 Broadway, Dept. HB, New York 10, N.Y.

Oval Snack Tables



With easy-fold pateleg design. For parties, buf-et suppers, bridge games, luncheon or wher-ever added table space is needed. Finished beauti-fully in your choice of mahogany or gleaming black lacquer. Each has distinguished gold border design. 17" high; 12" x 16" top. Folds to 1¾" wide. Shipped postpaid in U.S. No C.O.D.'s please.

$9.95 each

Other Models:
Write for Free Folder.

House of Vogue
P. O. Box 134
Dept. F, St. Matthews, Ky.

MAKE YOUR OWN RAISED LETTER STATIONERY



With the Roovers Steel-Die Embosser your home and address, monogram or initial is quickly impressed in distinguished raised letters on note paper and envelopes. More beautiful than printing; costs much less. Will not cut paper. Lifetime guarantee.

SAMPLE
EDWARD H. BESSEMER
1230 EIGHTH ST.
SEATTLE, WASH.

NOTARY, LODGE, CORPORATE SEALS $5.00 UP—Stationery Embossers (Old English type excepted): One-line, $3.35; 2-lines $3.75; 3-lines, $4.35; 4-lines, $4.75. For flap of envelope and top of paper two pressers required. Write for FREE STYLE SHEET showing wide range of lettering, initial and seal designs for hand and desk models. PROMPT DELIVERY.

ROOVERS JOSEPH M. LOTSCH, Pres.
40 PARK ROW, NEW YORK 7, N. Y.

FUN AT HOME FOR THE WHOLE FAMILY

The Modern Woman's Guide to Poise, Charm and Beauty

A WONDERFUL YOU



More than a book on fashion, more than an etiquette book, A WONDERFUL YOU tells how to be your attractive best at all times and places. This is a book for women who wish their grooming impeccable, their poise instinctive, and their manners irreproachable. Suggestions on efficient buying of clothes, proper use of accessories, and selection of colors. There are chapters of makeup and care of the body, on posture and on relaxation, even on perfume. Finally, pointers are given on how to entertain, how to converse, write letters, answer invitations. What to wear for that special occasion, as well as basic wardrobes for the woman at home, business woman, traveling, vacationing, bride and mother-to-be, etc. Price . . **$2.00**

A Complete Guide to

HOME ENTERTAINING

How to Plan Successful Parties, Dinners, Luncheons, Teas, formal and informal gatherings, and all other home functions; covering all elements of hospitality.

By Charlotte Adams

This practical, encyclopedic, giant volume provides thorough guidance, full information, hundreds of helpful hints and valuable suggestions on all aspects of home entertaining: planning and preparation; guest lists and invitations; menus, table setting and service; food and drinks; what to wear; putting guests at ease; stimulating conversation; games and amusements.

4 books in one: (a) COMPLETE PARTY COOK BOOK, (b) 1,000 ENTERTAINING HELPS, (c) COMPLETE PARTY FUN BOOK with descriptions and rules for many informal group games and the official rules of all popular card games such as bridge and canasta, (d) A COMPLETE SPECIAL PARTY BOOK covering weddings, showers, children's parties, etc.

Every host and hostess will find this dependable, authoritative, much-needed book a double-barreled wonderful blessing for the ease it provides and the success it assures in home entertaining. 500 pages, hundreds of illustrations in color, 6½x8½. **$3.95**

Make Hundreds of Useful Projects—out of PAPER

Practical PAPERCRAFT

by S. Palestrant

There lies, in every person a desire to fold or cut a piece of paper into an "Admiral's Hat" or a "glider". Here is a book that shows you how to make HUNDREDS OF TOYS, DECORATIONS AND USEFUL ARTICLES—out of nothing but paper! Even if you've never folded a straight line or held a scissor—you'll still be easily able to make—costumes and party favors, kites and birds, pouches and pop-ups out of stiff paper—and when you gain a little confidence, you'll be able to make puppets and dolls, animals and statuary, vases and plates working with pulp and mache. You'll learn how to cut paper stencils, how to block-print, how to make paper montages, how to do paper decoupage, how to make games and doll houses—even picture frames and clothes-storage hangers. It's a wonderful hobby—and to entertain youngsters nothing better. Try it—You'll see!

Brand new, most complete book and only **$2.50**

How To Design and

MAKE YOUR OWN HATS

by Eve Tartar

Love to wear $20 hats? . . . Love to wear hats that are "made to order" for you in charm and fit? . . . Even if you are a beginner, Eve Tartar, famed Fifth Ave. New York hat designer, shows you how to make smart creations for only a dollar or two in cost for materials. OVER 150 START-TO-FINISH PICTURES PLUS ACTUAL PATTERNS make every step so easy that you will be able to turn out professional looking hats, without difficulty. Shows you how to add that "little touch" that makes a hat a "treasure" instead of just something to wear. Pick your favorite hat style—or even pick from any illustration in newspaper or magazine and MAKE IT YOURSELF. Shows how to make Calots, Straws, Sailors, Pill-Boxes, Snoods, Bonnets, Berets—how to work with Ribbons, Veilings, Patterns, Wires—how to use Bows, Sizing, Bands, Trimming—in short, how to make a creation of Felt, Straw or any Fabric. New Book—Just Published—and only **$1.00**

Mammouth Collection of

100 GAMES

ALL THESE GAMES:
Add-a-letter
Anagrams
Art Games
Baseball
Battle
Bing-Bang
Blow-Ball
Checker Board
Chinese Fan Tan
Chinese Puzzle
Devil & Angels
Eight Men Puz.
Football
Fox & Geese
Feather Race
Golf
Mazes
Paper Folding
Pipe Cleaner Antics
Jig-Saw Puzzle
Rag-Doll
Squirrel Race
Spinning Movies
Skee Ball
Treasure Hunt
and 75 MORE GAMES

An Avalanche of Games—Each Game Separate—Complete INSTRUCTIONS!

Here's one of the greatest plaything offers of all time! 100 GAMES—of every conceivable kind—at a price so low as to be almost a gift. No longer pay $1.00 or $2.00 for a single game with a fancy box and some cardboard. Here's real value!

1001 hours of fun and pleasure for the entire family! Games for the youngest to play alone and for the whole family to play for an evening of fun. Games for rainy days—sick in bed games—travel games. Indoors and table games—outdoors and action games—games of chance and skill—party games—puzzles and tricks—handicraft and hobbies, too! 100 games for only **$1.00**

SIMPLIFIED DESIGNS

For Decorating China, Glass and Textiles

by Jan Miri

Hundreds of stunning, charming designs for every decorative purpose. Fruit and flowers, birds, animals, juvenile, costume, geometric, etc. Full step-by-step instructions for tracing and painting the designs onto the article you are decorating. Turn an empty mayonnaise jar into an attractive jam jar or an old earthen pot into a charming cookie jar. Old table cloths and napkins can be hand-painted into beautiful matching sets. These designs can be used for every decorative method—hand painting, stencilling, silk-screen, embroidery, tooling or any other. Price **$1.00**

A Revolutionary New Way of Decorating With Permanent Colors

DEK-ALL PERMANENT COLORS



DEK-ALL can be dramatically used to add charm and beauty to everything from an ordinary drinking glass to valued antiques. The colors are bright, smooth flowing, fast drying, and have the hitherto unheard-of feature of being durable, washable, easy to blend and practically scratch-proof. DEK-ALL colors are easily applied to glass, porcelain, china, wood, plastic and similar hard-surfaced objects. You will have no trouble using it with your favorite craft whether hand painting, free brush, stenciling, silk screen, etc. And you will achieve brilliant results in the decoration of china, pottery, lamps, trays, mirrors, bottles and hundreds of other kindred materials.

CONTENTS: Each kit contains one jar each Red, Yellow, Blue, White, Black, Transparent-Mix, a brush, and a complete set of easy-to-follow instructions. Price **$3.00**

How to Make Foreign Dolls and Their Costumes

by Julienne Hallen

A really complete book on foreign dolls—for every doll maker and collector! Step-by-step instructions, photographs, diagrams and FULL SIZE PATTERNS show you how to create lovable, fascinating dolls from fabrics, yarns, wood, rags, remnants, any old thing! Dozens of authentic creations, clothed in their colorful native costumes, with suggested materials for every use. Complete directions make these doll-making projects so simple that any child can have many hours of wonderful, creative fun. Costume patterns illustrated in the book can also be adapted to the making of children's clothes.

Just Published . . . only **$1.98**

VICTOR VITO brings Fifth Ave. Beauty Salon Hair Styles and Secrets to You in Your Home!

Be Your Own Hair Stylist

by Victor Vito

If you wave your hair—this book is a "must" for you! It illustrates more than 50 DIFFERENT HAIR STYLES and advises which hair-dos are most becoming and stylish to each "type" of face and TO YOUR FACE. And then, it tells you how to make these hair-dos for yourself! Simply written and fully illustrated so that you won't have any difficulty whatsoever. Also complete information and guidance on: care of problem hair—correct shampooing—bleaching—dyeing—cutting your hair to become your face—etc., etc.

Brand New Book and only **$1.00**

A Handy Knitting Library

4 purse-size volumes, 5½ x 7 inches, cloth-bound, in a Really a remarkable value—complete set only $1.00

Volume 1—KNITTING IS EASY—gives you the "how-to" ABC of knitting—from actually winding the yarn to the various simple knitting stitches and methods—including the Continental Method, English method, knitting with 4 needles, knitting with a circular needle—also stockinette and ribbing, purling, etc. Explains every little thing—as if you never held a needle in your hands. And starts you with making a Pot Holder, a Scarf and a Place Mat Set. Books 2, 3 and 4—give you a group of beautiful projects complete and easy to the last detail—including Sweaters, Cardigans, Gloves, Socks, Scarfs, and Gifts—for the entire family and a book 2—4—on knitting for Children and Babies. Enough help to make a finished knitter out of you—and enough ideas to keep you busy knitting happily for years to come. And the whole set only **$1.00**

HOW TO ORDER: Fill out the coupon and mail your order. If you enclose payment, we pay postage—or if C.O.D. plus postage. MONEY BACK GUARANTEE—if not pleased for any reason whatsoever.

HOMECRAFTS, Dept. HB-3
799 Broadway, New York 3, N. Y.

Please send me the book or books I have checked below. If not satisfied I can return for full, immediate refund.

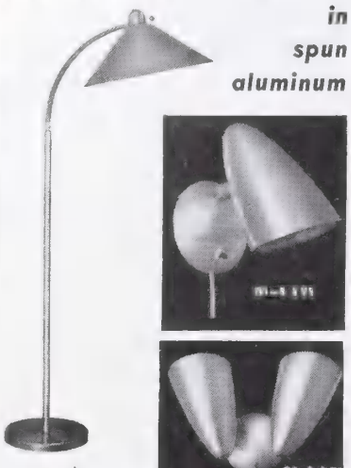
- ☐ A Wonderful You $2.00
- ☐ Complete Guide to Home Entertaining . . . 3.95
- ☐ Practical Papercraft 2.50
- ☐ Design & Make Your Own Hats 1.00
- ☐ Collection of 100 Games 1.00
- ☐ Simplified Designs 1.00
- ☐ Dek-All Permanent Colors 3.00
- ☐ How to Make Foreign Dolls & Costumes . . 1.98
- ☐ You Can Be Your Own Hair Stylist 1.00
- ☐ 4 Volume Knitting Library 1.00

☐ I enclose $ . . . . . in payment. Send books Postpaid.
☐ Send books C.O.D. for $ . . . . . plus postage.

Name . . . . . .
Address . . . . . .
City & Zone . . . . . State . . . . . .

Window Shopping

MODERN
GOOSENECK LAMPS
in spun aluminum



STYLE 410-G
$16.95

Spun aluminum with flexible neck. Fibre glass shade with full color selection. 3-way light (50, 100, 150 watts). Brass finish $2.00 extra.

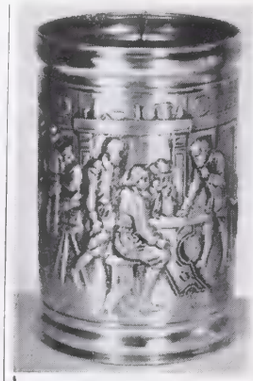
→ GOOSENECK LAMPS

Beautiful lamps with flexible necks designed for both direct and indirect lighting. Double units with 4-way switch to light either or both lamps. Also in black, red, green, gray, brass or copper finish. $1.00 extra for single. $1.50 for double lamps.

MAIL ORDERS NOW!
EXPRESS COLLECT

Jan's

MODERN LAMPS, INC.
15 WEST 8 ST. NEW YORK 11, N. Y.
Dept. L21
FREE! Send for catalog of latest lamps

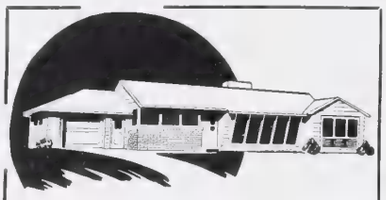


SOLID BRASS WASTE-PAPER BASKET *from England*

Imported from England for lovers of truly superb accessories! Painstakingly crafted of solid brass, each embossed basket depicts an old Tavern scene. Stands 14" high, so watertight it can be used as a planter or flower container. Lacquered to prevent tarnishing. A charming addition to any home . . . a wonderfully thoughtful gift!

Only **$12.50** postpaid
Write for Catalogue

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.



YOUR DREAM HOME PLAN $1
New Plans You Can Afford

New book of home plans. Over 100 floor plans and perspective drawings. Features latest economy construction methods.

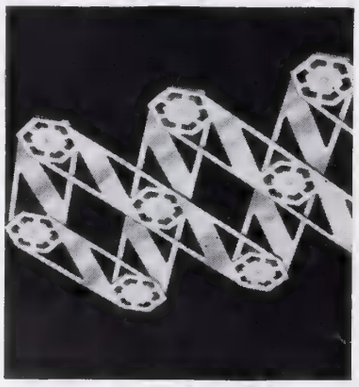
Newest designs in Western functional homes 4 to 10 room home sizes in Ranch, Modern Cape Cod and others. Complete working blue prints available for all plans. Order today—specify frame or block construction.

Only $1.00 No c.o.d.'s, please.

HOME BUILDING PLAN SERVICE
2454 V NE Sandy—Portland 12, Oregon

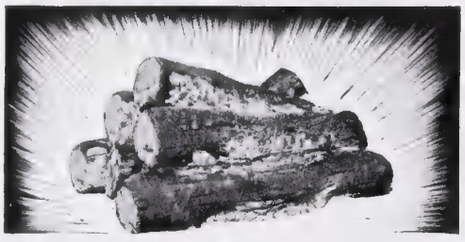


HANGOVER is a man's clothe hanger that makes lots of sa torial sense. In the first place, takes the coat *first*, because that what a man takes off first. Th trouser hanger is positioned abov the coat, is ridged on the insid so his trousers stay put. Hangove is even molded to the shape of man's shoulders. In sturdy plas tic, it's $2.95 postpaid. Blach's Birmingham 3, Alabama.



S-T-R-E-T-C-H a trivet from compact 7" to a generous 22" and you have a decorative ho plate platform that will hold any thing from your coffeepot to you biggest turkey plater. Ten sturd legs, capped with white rubber protect your table top or fines linens. In chrome-plate, $3.95 in silver-plate, $4.95. Postpai from Elizabeth Douglas Studios Box 906, Beverly Hills, Calif.

(*Continued on page* 41)



This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Price $25.00 delivered to your home. Duty payable on receipt approx. $3.50. Size 22 in. x 12 in. x 9½ in. high. 120 watts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
BRIDGE WORKS, ENFIELD, MIDDLESEX, ENGLAND

Belling
Manufacturers of Electrical Appliances of Distinction since 1912

PROTECT CHILDREN
Keep Pets Close with **FLEA-NO MAT**



For large dogs . . 28" x 36"
$4.95 POSTPAID

15"x28"
ONLY
$2.95 post paid
Very Economical!

Flea-no-mat
kills insects—stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately — rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today — money back guarantee! Check or Money Order

V. F. GARRETT CO.
Manufacturer
P.O. BOX 1143-123, DALLAS, TEXAS

NEW!
Trash Disposal Unit
Burns Refuse Safely



• A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to

ALSTO COMPANY
Dept. HB-2
Cleveland 1, Ohio



TRY ON APPROVAL IN YOUR OWN HOME
Send no money—pay postman nothing

The famous KORDAWAY saves you ironing time, energy and trouble. It keeps the cord off the board, making ironing easy and preventing the soiling and wrinkling of clothes. KORDAWAY clamps solidly anywhere on ironing board and prevents cord from twisting, fraying or burning out.

FITS ALL IRONS . . . OLD OR NEW

Write today for your FREE TRIAL KORDAWAY. If satisfied after 10-day trial just send $1.95. If not satisfied . . . send it back and you owe nothing.

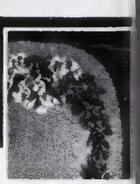
WRITE TODAY—try before you buy!

Please Send me_____Kordaways for 10 day Free Trial In My Home. If satisfied I will pay $1.95

Name_____
St. Address_____
City_____State_____

Homemakers' Mart, Dept. HB-2
Box 1376 Beverly Hills, California

MAKE YOUR OWN
RUGS
BRAIDED or HOOKED



Big Savings Offer!

You can make beautiful rugs worth $25 to $50 in your spare time with our inexpensive starter kits. Introductory offer! Save now!

BRAIDED RUG Start-A-Kit

ONLY **$1.98** Postpaid Money Back Guarantee

You get 150 feet pre-cut colorful 100% wool strips, 3 Automatic Braiders, Lightning Lacer for reversible rugs, plus 24" x 30" pattern, 50c instruction book. Regularly $3.50. Now only $1.98 ppd. C.O.D. plus postage.

HOOKED RUG Start-A-Kit

You get ex quisite 27" 40" America Rose Burla Pattern wit FULL COLOR KE Plus more than enou PRE-CUT wool stri to finish all 18 ros and leaves, 29c hook 50c picture-instructio book. Regularly $3.5 Now only $1.98 pp C.O.D. plus postag



SPECIAL 10c OFFER! 195 edition, "Complete Guide t Braiding & Hooking". Pl yarn samples, wool swatches, "Braid-Magic samples: how to get FREE burlap patterns wort up to $3.95. Also stamped goods, gift, hobb suggestions. Send 10c stamps or coin.

GIBSON MILLS, INC. Dept. F
Box 181, Canal St. Sta., New York 13, N. Y



You would think this group was a custom decorator design. And no wonder, for Bevelacqua designs it with restful, subtle curves, big clear shimmering mirrors, molded drawer pulls that grow out of the design itself and speak softly of your outstanding good taste. Wonderful against so many types of backgrounds. Shown here in light, silky natural walnut. Or choose it in versatile parchment blonde. Available too: matching chest of drawers, with cedar lined lower drawer. We'll gladly send you where-to-buy information, pictures and full description. Drop us a card or note mentioning Cavalier Bedroom Suite No. 4100.

TRULY DISTINCTIVE MODERN

sparkling style at low price

AVAILABLE, WHEN YOU READ THIS AD, FOR THE FIRST TIME

New, lovely, and made to Cavalier strict standards of quality! The style you've wanted at realistic prices. Now you can go ahead, do the bedroom you've been wishing for. Pick just the grouping you want from Cavalier's new mind-reader moderns. They are built to enchant you with style, priced to save you buying pains.

Cavalier
BEDROOM FURNITURE

CAVALIER CORPORATION, CHATTANOOGA, TENN.
• *MAKERS OF FINE FURNITURE SINCE 1865* ■



Some of the smartest bedrooms take to light oak. And you'll take to this group by Ray Carlson, with richly ornamental brass drawer pulls contrasting with firm, substantial simplicity of line in the furniture. The low price of your grouping will remain your secret forever for you don't expect such smart style and expensive, hand rubbed finishing at these prices. See it at your Cavalier Dealer's. Also available: Mr. and Mrs. double dresser. Pictures of all pieces, with complete description, sent on request. Please mention Cavalier Bedroom Suite No. 4300.



You're in step with fashion when you choose colors from the

Color Hit Parade



YOUR HOME can be color-bright and fashion-right by cuing your decorating plans to the Martin-Senour Color Hit Parade. It's the new and excitingly different way to select colors . . . another helpful service now available at your nearest Martin-Senour Nu-Hue Color Bar.

The Color Hit Parade lines up the fashion-favored colors for your choice . . . shows you, by a continuous survey of purchases across the country, the colors homemakers prefer in floor coverings, fabrics, and paints. These popular choices are reviewed by professional decorators and color stylists so that *every color on the Color Hit Parade has both purchase approval and professional approval.*

Hit Parade colors are keyed to nature's lovely, living colors. These are available now at all Martin-Senour Dealers. At your Nu-Hue Color Bar, you choose from over 2000 prescription-mixed colors to match, harmonize or accent any color you've ever seen. All ready to use, all available in Martin-Senour paints in flat, satin, or full gloss finishes. Duplicate your selection any time. The cost is surprisingly low. *Write for the address of your nearest Nu-Hue Color Bar.*



Nu-Hue No. 722
Chartreuse

Nu-Hue No. 42
Forest

Nu-Hue No. 881
Petal Pink

Nu-Hue No. 372
Light Wine

Nu-Hue No. 832
Turquoise

Nu-Hue No. 616
Bayberry

Nu-Hue No. 500
Lobster

Nu-Hue No. 750
Fawn

Nu-Hue No. 829
Sky Blue



Nu-Hue No. 618
Almond

Nu-Hue No. 602
Redwood

Nu-Hue No. 869
Sunset Gray

Nu-Hue No. 814
Primrose

Nu-Hue No. 729
Dusty Coral

Nu-Hue No. 834
Mint

MARTIN-SENOUR

AMERICA'S COLOR LEADERS

Nu-Hue Colors in Paint

2520 S. Quarry Street, Chicago 8, Illinois

©1951

Window Shopping

CONTINUED FROM PAGE 38

A FLAME IN HIS HEART is what you'll start if you send him this red ceramic ash tray on February 14. You may order it marked in black letters with "To Ambrose with Love," or with any first name alone if yours is the subtle approach. 6" wide, it doubles as a candy dish or pin-up flower holder. $3.75 ppd. The Toy Chest, Inc., 408 Second Ave., New York 10, N. Y.



MAKE A MATCH box a striking hearth accessory by hanging it right on your fireplace. Made from the original molds and dated 1869, it comes in polished brass or cast iron. It holds lots of wooden kitchen matches which are wonderful for starting a roaring blaze quickly these damp February evenings. Remember it for a housewarming gift. Brass $4.95, cast iron $2.95 ppd. The Lennox Shop, Hewlett, N. Y.



SEND HER ORCHIDS this Valentine's Day that are as lasting as your love. Masterfully hand-wrought in sterling silver, the 2¼" pin is $3.75; comes with matching earrings, $3.75. Orchid link bracelet, $7.50. Complete set, $13.75. Postpaid. Dramatic exclamation points with a black velvet suit, they're made by Jamaica Silversmiths, 79-30 164th Street, Jamaica 2, N. Y.



NEW NYLON MIXTURE FOUNTAIN BRUSH

SCRUBS • WASHES • RINSES

CARS, HOUSES, WINDOWS, SCREENS, BOATS, TRAILORS, ETC. *IN ONE OPERATION*

IDEAL GIFT

NEW NYLON MIXTURE
Bristles Last Twice as Long

All aluminum—brush 6 inch diameter with aluminum pipe handle which fits any garden hose. Original handmade fountain brush. Brush elements replaceable. Send check or money order, or will ship C. O. D. plus postage. **MONEY BACK GUARANTEE!**

Complete with 2 ft. handle & hose nut . . . **$5.50 P. P.**

Complete with 4 ft. handle & hose nut . . . **$6.75 P. P.**

2 ft., 4 ft., 6 ft. Aluminum extensions with coupling 70¢ per ft.
New 8"x3" oblong brush with 4 ft. handle $6.95 P. P.

LITTLE WONDER FOUNTAIN BRUSH Dept. 139, 3714 Main St. Kansas City, Mo.



A NEW FREEDOM... NO MORE CLEANING TOILET BOWLS...

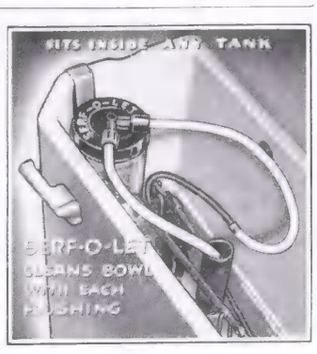
SERF-o-LET'S STERILIZING ACTION REMOVES ALL STAINS, SLIME AND ODORS

Serf-O-Let cleans toilet bowls automatically. Each flushing activates the Serf-O-Let. No plumbing required to install it. Harmless to metal, bowls, and humans. Yes, it's safe to use with Septic Tanks. One bag of chemicals lasts six months. Refills 75c each. Complete Serf-O-Let includes one bag of chemicals. $3.75 post paid.

(Add 20 cents West of the Rockies.)

Satisfaction or money refunded. Check or Money Order. No COD's please.

FINNARD, INC., 8 QUARRY RD., LITTLE FALLS, N. J.



IN GLORIOUS FULL COLOR!

Audubon Birds

a portfolio of sixteen prints reproduced from the *original* Elephant Folio plates on choice linen-weave sheets ready for framing

Highly-prized Song Birds, the majestic Wild Turkey and the fiery red Flamingo, generally considered to be Audubon's most brilliant paintings, can now be yours at an unprecedented low cost of pennies per picture.

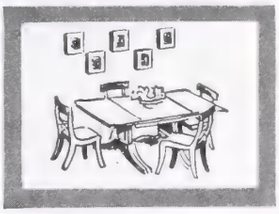
only **$1.98**

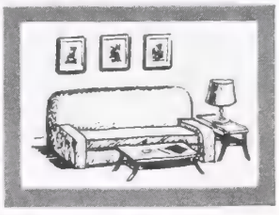


Printed from engravings costing $1500 apiece

At last—*you* can afford to own 16 of the greatest bird paintings ever created. MARBORO has just published, at an amazingly low price, a portfolio of Audubon Prints reproduced directly from the magnificent Birds of America engravings valued as high as $1500 apiece. Each large 8½" x 11" plate is printed on fine, soft-textured, linen-weave paper superbly suited for capturing the breathtaking, true-to-nature colors of the originals.

Audubon Birds brighten any room's appearance





They lend themselves beautifully to the decoration of any home whether traditional or modern. The 16 original engravings from which these prints were reproduced, and which they so closely duplicate, would cost more than $14,000 to purchase today.

Audubon Birds—the ideal gift for him or her

No gift could be more certain of a welcome reception than this impressive portfolio of birds hand-colored by John James Audubon. Marboro brings them to you in a novel, colorful miniature artist's portfolio tied on three sides with removable ribbon. Included is a precut "decorator's mat" in which you can insert each print to see how it will look when framed.

ORDER BY MAIL TODAY WITHOUT DELAY

marboro books, Dept. 51, 117 E. 24 St., New York 10, N.Y.

Please send me_____Audubon Portfolio(s) at $1.98 each —shipped postage prepaid except on C.O.D.'s.

☐ Cash ☐ Check ☐ M. O. ☐ Send C.O.D.

Name_____

Address_____

City_____ Zone____ State_____

REPLATE YOUR OWN SILVER ...in 5 minutes!

Silvaplate*



remarkable plating polish contains SILVER in liquid form.

JUST RUB ON WITH A CLOTH

to re-silver worn Sheffield and similar silver-on-copper ware, and to silverplate any article having copper, brass, bronze or nickel-silver base. Silverplates worn chromium, musical instruments, medical and sporting equipment, boat fittings, etc. (brass base). Won't wash off! 10 DAY TRIAL. REFUND IF NOT SATISFIED!

SAVE MANY $ $ $ $

in plating costs with oz. ECONOMY SIZE $7 ($1 saving) plates over 2,500 square inches! oz. bottle, $4.

SPECIAL OFFER:

With every $7 bottle, one dozen SILVA-CLOTHS (handy application cloths) AT NO EXTRA CHARGE!

MAKES A WONDERFUL GIFT

*T.M. Insist on genuine SILVAPLATE, product of Silvaplate Corp., N.Y., tried and recommended by two leading national magazines. Actually good for your silver.

CONTAINS NO MERCURY, CYANIDE, OR HARSH ABRASIVES.

©1950 Silvaplate Corp. N.Y.

VISIT OR ORDER TODAY FROM

LITTLE GREY FIXIT SHOP
"We Mend All But Broken Hearts!"®
Art Objects, Silver, China, Glass, Jewelry, Etc.
Dept. B-2, 1300 Madison Ave. (92nd)
New York 28, N.Y.
Please Rush Postpaid: (Sorry, No C.O.D.'s.)

.....bottles (8 oz.) SILVAPLATE @ $7 (includes 1 free doz. SILVA-CLOTHS).
.....bottles (4 oz.) SILVAPLATE @ $4
.....pkgs. of 12 SILVA-CLOTHS @ 25c

I enclose check or M.O. for $..... N.Y.C. 2% Sales Tax.

NAME.....
ADDRESS.....
CITY.....STATE.....

Phone ATwater 9-4020

SUEDE AND LEATHER COATS — JACKETS CLEANED • REDYED

HANDBAGS SUEDE — LEATHER ALLIGATOR

CLEANED — DYED — REFINISHED
RELINED • REPAIRED • RESTYLED

All Leather Gloves (Minimum 3 pairs) Rejuvenated — $1.00

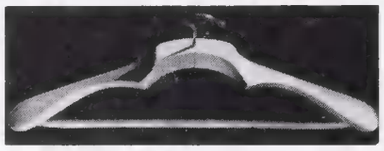
send articles for free estimate

DELIVERY SERVICE IN MANHATTAN
MU 8-2030
Mail Orders Dept. B2

LEATHERCRAFT PROCESS OF AMERICA, INC.
1052 1st AVE. (at 57th St.)
NEW YORK 22, N. Y.

MIRACLE IN WOOD

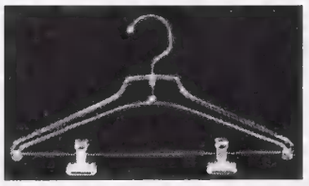
Extra Wide Coat Hangers For HIM



Deluxe clear lacquered Swedish modern finish. Extra wide. Selected imported wood. Nickel plated hook. Extra length trouser rod. "World's finest hanger."

3 for $5 ☐ 6 for $9 ☐ postpaid.
No C.O.D.'s or stamps please

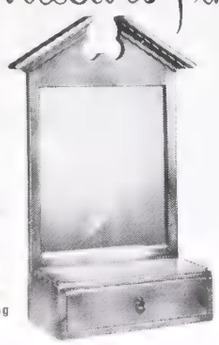
Ladies' Plastic Suit Hanger Ideal for HER



For Ladies' Suits and Two-Piece Dresses. True shoulder shape, 17" wide. With special nickel plated hook and clips. Crystal clear plastic.
4 for $3 postpaid ☐

NATIONAL HANGER CO., INC.
253 W. 26th St., N. Y. 1, N. Y.

Collector's Pine



Send 25c for our New Pine Catalog

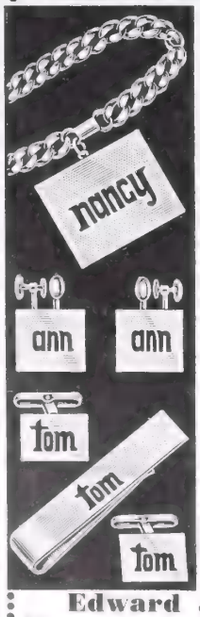
The "Sussex"—Hand-rubbed Pine Powder-Mirror for boudoir table; for hall. Height, 21"; Width 11"; Depth, 6"; Mirror, 10" x 12". Postpaid 12.95

Made Exclusively For—Sold Only By

John J. Brady

MACK AT NOTTINGHAM Detroit 24, Michigan

Smart Personalized JEWELRY



So different, beautifully matched, satin finish, made of sterling silver, first name or nickname in small raised letters. Bracelet, necklace and key chain are loose links.

FOR HER

Bracelet ...$14.40
Necklace .. 21.60
Ear drops .. 14.40
Key chain .. 9.00

FOR HIM

Links $14.40
Tie holder .. 9.60
Money clip . 12.00
Key chain .. 9.00

Postpaid. Prices include tax. Check or money order. No C. O. D. Two weeks delivery.

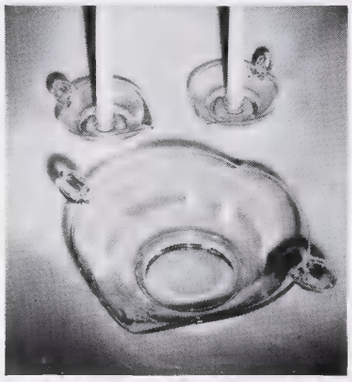
Edward J. Losos
Box 470 Oak Park, Ill.



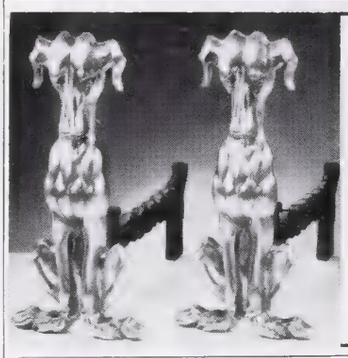
Window



SMOKED TURKEY, like this plump-breasted beauty would be deliciously different for your Easter feast. Slow-smoked over hickory embers, they're ready-to-serve, make wonderful sandwiches, hors d'œuvres, salads. Whole turkeys, 7-18 lbs., $1.60 lb.; half-turkeys, $1.70 lb.; smoked breasts (all white meat), $13.50 each; legs, $1.25 lb. Gift-packed with a folder of recipes. Valley Forge Farms, Lansdale 14, Pa.



CRYSTAL ELEGANCE. Fill this graceful bowl with Spring's first daffodils, spike it with pussy willows, flank it with yellow tapers, and you'll have a centerpiece that will steal the show at your next dinner party. A ring-handled shallow bowl made of Viking crystal, 11" wide, comes with matching candle holders and the three-piece set is $6.95. John Wanamaker, Philadelphia, Pa.



FAITHFUL HOUND DOGS

ANDIRONS

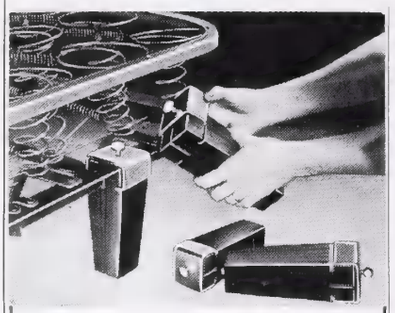
This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 47 pounds

Solid Brass Dogs..... $29.95
Cast Iron, black satin finish..... $19.95

Catalog of other sizes 6 cents. Transportation collect.

TENNESSEE CHROMIUM PLATING CO.
206 Louise Avenue N Nashville 5, Tennessee



COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

It takes only 5 Minutes to CONVERT ANY OPEN COIL SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED with 4 DENNIX LEGS

Put them on without tools. Just slide leg on and tighten thumb screws. Smooth, genuine hardwood with furniture finish in mahogany, walnut, maple or blonde. Set of 4 (order set "A").... 5.95

All-Steel Legs for Flat Spring (with round bar) Set of 4 (order set "B" 5.95
Hardwood Legs for Box Spring, set of 6 legs (order set "C") 5.45

Check or money order (no COD, please.) Money refunded in 10 days if not satisfied. We pay postage.

JORE & CO. Dept. EL
78 Fifth Ave., N. Y. 11



REAL VANILLA BEAN

In a Handsome Quarter-Pint Flask Of Pure Bourbon Vanilla

Better, stronger and keeps its goodness until last drop is used. Delicious in custards, puddings and pastries. A novel gift.

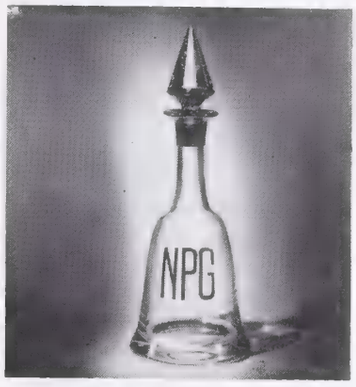
$2.00 each postpaid
Send check or money order to:

FOOTE & JENKS
Box 58 Jackson, Michigan
Vanilla Makers for 67 years

Shopping

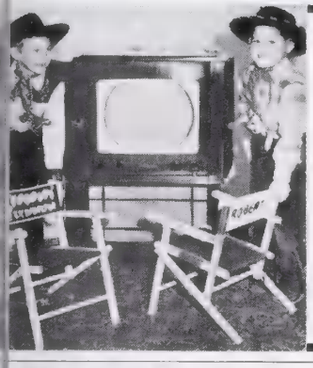


LL DECANTER that will p your spirits in elegant fash- has three initials in nontar- ing rhodium-finished sterling. an unbelievably handsome e from the spirelike stopper ts bell-shaped base, and, if give it to a January bride, her friends will become crystal ers. 13" high, it holds ⅕ gal. ppd. Two wks. deliv. Holiday se, Upper Montclair, N. J.



UR PIN-UP GIRL will r her diapers with an ele- e seldom associated with dim- backsides, if you give her e panty pins. And she'll be ring her own bar pin at a early age. A sterling silver in connects the two safety pins red with silver bars. Just 4 including tax. Add 8¢ post. er them from R. H. Macy. York, N. Y.





FREE! *your child's first name on*
THE ORIGINAL PERSONALIZED
"Foodini" Foldaway T. V. Chair

ONLY **$2.98** Post-paid

Add 30c cost if west of Mississippi.

- Your child's name on back rest.
- Famous Foodini characters printed on back rest.
- Tested to hold 150 lbs. for children 2 to 12.
- Sturdy construction of Oak and green canvas.
- Used for T.V. rumpus room, lawn, beach, etc.

Mother—save wear and tear on your furniture.

Immediate delivery upon receipt of Money or Check.

Send to "FOODINI" Dept. H1.

Sorry, no C.O.D.'s.

P. O. Box 1409, Phila. 5, Pa.



ep Your Dog ff Furniture, Rugs, Etc.

Just shake a little **der Chaperone** on thing you want to tect. You can't il it; dogs avoid Easy way to train, s puppy damage to pers, drapes, etc. rmless. Keeps male s away from fe- es in season.

END NO MONEY

er **Powder Chaperone** .D. $1 plus postage (or send ill at our risk and we'll pay postage). *Money-Back Guarantee.*

Kitty Chaperone keeps cats off chairs, etc., and from clawing furniture. $1.

Dry Bathe Your Dog
Chaperone Dog Cleaning Powder cleans dogs better than water, avoids colds. Stops scratching; stops odor. Shake on, rub in, brush out. Big Pkg. $1.

For Outdoors
Liquid Chaperone keeps dogs, cats, other animals out of garbage pails, away from gardens, shrubs, evergreens. Safe. Spray on; does not wash off. 8 oz. $1.

SUDBURY LABORATORY
Box 512 S. Sudbury, Mass.

WASH FRAGILE THINGS SAFELY!



Lyon's Washing Bags

Designed to protect fragile or dainty articles while being washed in any type of washing machine. Also to enclose articles which are apt to tangle with the rest of the washing, such as aprons, children's dresses with ties, etc.

The mesh is small—does not catch on buttons, hooks, etc., as larger mesh would, yet it allows free passage of water through the bag. Closed with covered rustproof snappers, allowing full capacity of bag to be used.

Set of Two Bags

Small bag, 11"x13" for washing belts, doilies, handkerchiefs, gloves, lingerie, stockings, etc. Large bag, 17"x20", for blouses, children's dresses, panel curtains, etc. Ideal for gifts and bridge prizes. Packed in cellophane. Mailed postpaid, both for..... **$1.85**

Extra large bag, 17" x 26" for ruffled curtains, etc.....$1.40

(No C. O. D.'s please)

LYON'S WASHING BAGS
2443 Hazelwood Detroit 6, Mich.



Express Yourself...with

WARNER'S WATERHOUSE COLLECTION
...of just-alike wallpapers and fabrics

It's easier than you think to express your own charm, personality, and decorating originality with these beautiful small-patterned wall papers and colorful, exactly-matching fabrics for draperies, slipcovers, bedspreads. More than 60 styles to choose from.

"Easthan Daisy" (illustrated) is available in brown and yellow, rose and gray, two shades of blue, and an all-over yellow. Wall paper $3.30 single roll. Fabric, $3.90 a yard, 36" width.

SEND 25¢ *for the "Warner Key to Decorating". Tells how to approach decorating, prepare for wall-papering, and take care of wall paper. Also includes several actual samples of the Waterhouse Collection wallpapers and matching fabrics.*

The WARNER Company CHICAGO

Dept. BA-1 420 S. Wabash Ave. • Chicago 5, Ill.



TIDE OVERS

Carry 'em in your purse!

The Pair **$1.**

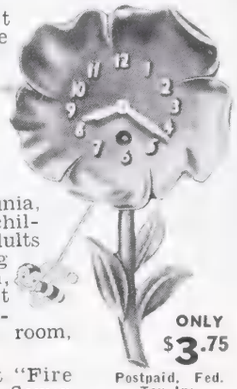
Step out in style—no matter how fickle the weather! Handy little foul-weather boots of transparent vinylite with composition sole, draw-string top. Fit over any high-heeled shoe and extend well above it to protect hose from spattering. Water-tight carrying case takes little room in purse. In small (4½-5½), medium (6-7½), or large (8-9½). Order No. D4452. $1 per pair, Postpaid.

WRITE FOR FREE CATALOG

Miles Kimball Co.
33 Algoma Blvd., Oshkosh, Wisconsin

"Bee-Loved"

PETUNIA CLOCK



Brightest idea since clocks were invented! Modeled after famous gold medal-winning "Fire Chief" Petunia, to delight children and adults alike. Hang in kitchen, breakfast nook, nursery, game room, porch.

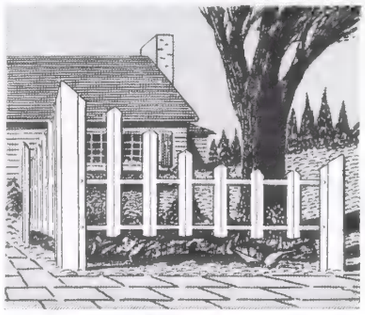
ONLY **$3.75** Postpaid, Fed. Tax Inc.

Brilliant "Fire Chief" red flower face, green stem and leaves, impish brown and yellow "peek-a-bee" pendulum. *Guaranteed 30-hour movement.* 4" wide; 6½" high.

Mail Orders Promptly Filled

Max Schling Seedsmen, Inc.
615 Madison Avenue, New York 22, N. Y.

NEW! DECORATIVE! ALL ALUMINUM LAWN & CORNER BORDER



with smartly styled pickets and
BAKED ENAMEL FINISH *to provide years of* **PAINT-FREE SERVICE**

The new and distinctive alum-a-fence will add that "*decorator touch*" to your property and save you money at the same time. For alum-a-fence is the only fence made with a baked enamel finish that resists fading, chipping or peeling and eliminates annual painting. Heavy gauge, rust-resistant aluminum is your assurance of long, durable wear. The smartly styled pickets are available in 6 attractive colors . . . to match or compliment the color scheme of your house, awnings or canopies.

Pickets, rails and stakes all packed with aluminum nuts and bolts for easy assembly. Shipped prepaid with money-back guarantee. Send check or money order direct. Sorry no COD's.

Each lawn and border unit consists of:

1 — 36" center stake (white only) **$12.95**
2 — 28" end stakes (white only) ea.
4 — 36" picket rails (white only) **2 for $25**
12 — pickets (graduated); choice of 6 colors: Green-Burgundy-White-Yellow-Blue-Brown

Write for literature about other equally modern alum-a-fence products.

IDEAL IMPROVEMENT COMPANY
12 Hillside Avenue
Williston Park, L. I.

Ideal Improvement Co., 12 Hillside Ave. Williston Park, L. I., N. Y.

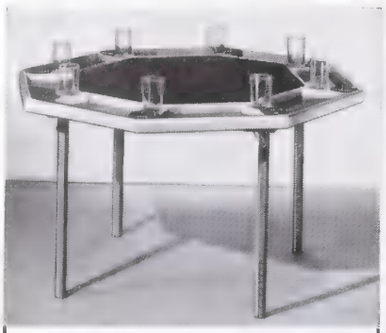
Enclosed is my check ☐ money order ☐
Ship immediately _____ alum-a-fence/s at $12.95 ea.—2 for $25.00.

Pickets should be ☐ Green ☐ White ☐ Blue ☐ Burgundy ☐ Brown ☐ Yellow

Name _____

Street _____

City _____

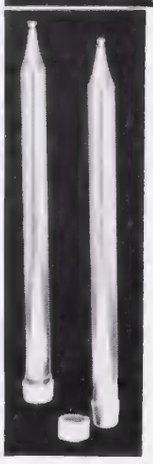


8-PLACE GAME TABLE

You'll be "aces" with your friends when you invite them to play cards or other games on this 8-place, fold-away game table. Ideal for canasta, poker and many other games. Green suede playing surface. 48 in. diameter for ample playing area. Fitted with 8 non-tip holders for glasses and ash trays. Recessed compartment for chips, smokes, etc. Legs lock when open to assure rigid support. Folds easily to only 4 in. thick. Sturdy hardwood; blonde or mahogany finish. Alcohol resistant. Send check or money order. $34.50, exp. chges coll. Satisfaction guaranteed. No C.O.D's, please. Shipped same day.

Home Equipment Shop
Dept. AP-2, 4536 Irving Park Road • Chicago 41, Ill.

PERMA-LITE *Candles*



- one set lasts years
- no dripping
- no drooping

If you love the romantic glow of candlelight, dislike the bother and expense of constantly replacing burned-down wax candles—try these lasting jewel tone 12" metal candles. The wick burns slowly—4 to 5 hours with one filling of lighter fluid. Protect fine furniture and linens from melting wax. Rubber grippers fit any holders.

Choice of colors: scarlet, fir-tree green, royal blue, yellow black, metallic gold, silver, white.

Gift boxed in pairs $2.95 pair
Delivered to your door
Satisfaction guaranteed



Susan Smith
Dept. B-12, Dundee, Illinois



Window



DESK QUARTET. designed by Laura Lee Linder of fine leather, is a crown jewel for a well-appointed desk. The case is covered with beautiful calf leather in cherry red, leaf green, or acorn brown, and the top is a gold tooled six-inch ruler. Fitted into it are imported scissors and letter opener, and a slender gold-filled Cross pencil. $17.50 ppd. George Jensen, 667 Fifth Avenue, New York 22, N. Y.



WONDERFUL ONES. You may have seen a lot of salad servers, but we doubt if you've ever seen a handsomer pair than these heavy sterling-silver beauties. Send them to a bride, and they'll be the brightest stars in her display of gifts. Send them as a lavish Valentine present to your favorite hostess, and you'll be her favorite guest. $61 incl. tax & post. J. B. Hudson Co., Minneapolis, Minn.

New Scientific Device to

STOP SNORING

Safe—Sure—Comfortable

Don't suffer annoying disturbance and sleep loss due to snoring. FAIRES NO-SNOR scientifically corrects faulty breathing which leads to snoring. FAIRES NO-SNOR is a plastic device molded to fit comfortably between teeth and lips. The first successful means for stopping snoring, FAIRES NO-SNOR is based on sound principles approved by doctors and dentists. Won't interfere with teeth or dentures. Featured editorially in LIFE Magazine. Thousands of satisfied users. Not only stops snoring immediately but guaranteed to correct snoring habit, if worn regularly, in 15 to 30 nights. Order FAIRES NO-SNOR on money-back guarantee—for yourself, for others—for the health and comfort of sound, undisturbed sleep. Only $2.95 postpaid, in plain wrapper.

KANE CO.
Dept. N 610 S. Michigan Ave., Chicago 5



Fun for Baby's Toes!

Give "Little Goody" Toy Shoes



. . . so practical you'll wonder why it wasn't thought of sooner! So amazingly amusing that the wee one you have in mind will find double fascination playing with newly found feet. Strictly for amusement, shoes come in pastel pink, blue, green or yellow corduroy or pique. One size fits all . . . adjustable grippers—shoe grows with baby. Gay doggie-face rattler of smooth plastic secured to the toes make Little Goody Toy Shoes the standout stork shower gift from aunts, godmothers, and others who give smart baby gifts.

Gift-wrapped. Pair, postpaid . . . **$2.75**

HOLLY HOUSE
1933 Colland Dr., N.W., Atlanta, Ga.

African Violets you'll ALWAYS Cherish—

and they will NEVER Perish!



Here is a dream come true for lovers of the popular African Violet. This "Gay Deceiver"®, hand crafted in wax, will stay green-house-fresh forever. Their dainty blossoms and lavish green leaves are so fresh and life-like they seem to be growing right from the good earth itself. White, pink or blue blossoms. Plant 8½" high. **$5.25,** postpaid.

TM reg. *Mail Orders Promptly Filled*

Write today for your FREE CATALOGUE of other Gay Deceiver waxed flowers and plants.

Constance Spry Incorporated
322 Park Avenue, New York 22, N. Y.

French Provincial Glow!

CHANTICLEER PIN-UP LAMPS

Switch to functional charm. Black cockerel pin-up base with gay Bates chanticleer cloth shade makes a welcome glow in living room, kitchen, den, or bedroom. 12" high. Shades choice of Brown and Coral or Grey and Red. Pairs (L & R) . . $9.75 postpaid.
Each, Only **$5.00**

COMPANION CHANTICLEER TABLE LAMPS

Revolving weathervane finials. Hand-rubbed wood bases. 13" matching fabric shades, 26" high. Cocks in Black, White or Red. Pairs (L & R) . . $24.95. *Each, Only, Express Collect* **$12.95**

MATCHING CHANTICLEER CLOTH for draperies or slip-covers. 36" wide. *Per yard, only* **$2.25**



Ward Phillips Co.
Dept. B-12 Dundee, Ill.

Must be Satisfied or Your Money Back.



MOTHER GOOSE KIDDIE KAPERS

★ *Make Wall Pictures 3 Feet High*

Nursery Rhymes come to life with giant size Kiddie Kapers. Mount them on the wall—self-adhering—no tacks required. Tots are tickled to see these bright-colored cutout characters.

★ *CHOICE OF NEW FAMOUS SUBJECTS:*

Little Black Sambo, Three Bears, Cinderella, Cowboy Banjo Pete, as well as, Mary Had a Little Lamb, Little Bo Peep, Humpty Dumpty, Old Mother Hubbard, The Cat and the Fiddle, Jack Be Nimble.

$1.29 ppd.

Satisfaction Guaranteed

DOWNS AND COMPANY
81-BB Salem Lane • Evanston, Ill.

SAF-GARDS



PROTECT CHILDREN FROM INJURY!



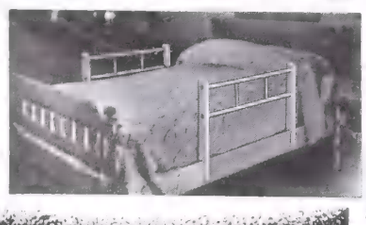
Letters from every section of the country are pouring in from parents expressing their gratitude for SAF-GARDS' protective service in guarding their young ones from electric shock.

20 SAF-GARDS in ivory or brown plastic, attractively packed **ONLY $1.00** Postpaid

Dept. HB
311 High Street
Burlington, N. J.

J. Harris
NEVILLE

DOES YOUR CHILD SLEEP IN SAFETY?



YOUTHCRAFT SAFETY RAIL GUARDS YOUR CHILD
from falling out of bed

Here's inexpensive, safe, positive protection for your child! **YOUTHCRAFT SAFETY RAILS** fit any bed—can be attached or removed quickly, easily. So attractive you can leave them on permanently—or, if you wish, store them under the bed! Available in Wheat, Maple, Walnut, Mahogany or White.

Just **$4.95** each side, express charges collect

Send check or money order. No C.O.D.'s please.

YOUTHCRAFT P.O. Box 65 Dept. H.B. 2 Englewood, N. J.

Shopping



IT'S A PIPPIN. this Seth Thomas self-starting electric clock that will perk up your kitchen while it keeps the family right on time. Made of washable plastic, it comes in red, green, yellow with green leaves, or all ivory. And since the apple has charms when it comes to keeping little people healthy, you might hang another in the nursery. $8.35 incl. tax. Add 25¢ post. A. Stowell & Sons, 24 Winter St., Boston, Mass.



LANAFUR COMFORTERS. There's a wonderful new process that makes comforters warmer and springier than down. They're filled with Lanafur, a combination of wool and fur, won't mat, shift, or flatten. Covered in taffeta, satin, or sateen, in rose, rose-dust, Monte blue, gooseberry or hunter green, gray, Chinese red, turquoise, wine. 72" x 84", $29.95. Postage extra. Lanadown, 516 Madison Ave., New York 22, N. Y.



TRUNDLE BUNDLE
Baby's Safest Sleeping Garment



Scientifically designed by a doctor, solves problem of baby's wrestling with confining bed clothes, pins or ties—allows complete freedom of movement. Zippered front. Baby sleeps between blankets.

	Infant to 1 yr.	1-2 yrs.	2-4 yrs.
Wool (Rayon Trim)	$10.95	$12.95	$14.95
Wool	8.95	10.95	12.95
Cotton (All Sizes)	— $4.95		
Broadcloth (All Sizes)	— $2.95		

PINK, BLUE, MAIZE. Sent Prepaid, NO C.O.D.'s

Sleepytown 26 PATTON TERRACE FALLS CHURCH, VIRGINIA

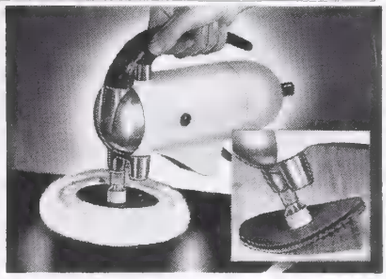


BIG Birthday Jug Bank

Hand Decorated

As unique as it's huge, here's a personalized bank any child will love to call his own—wonderful gift for a new-born baby. In sturdy stoneware, 7" high—hand decorated in color with child's first name, birthdate and adorable figure of boy or girl. A MIGHTY sound investment, it will hold $500 in coins—may make a welcome dent in a future college tuition! PRINT child's name and birthdate. Safe delivery guaranteed! Only **$2.50** postpaid.

AGNESTRONG
Dept. H2, 39 W. 8th St., New York 11, N.Y.



USE ELECTRIC MIXER TO WAX, POLISH, SAND
with new slip-on TOOLZON

Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **$3.00**
Extra wool buffer $1.00
Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.
BOX 265H • WALNUT CREEK, CALIFORNIA

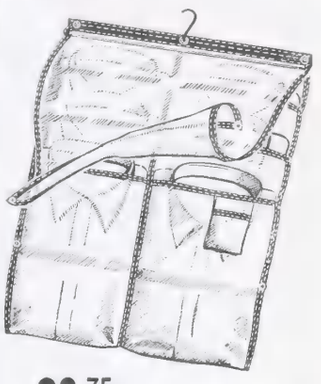
SAVES DRAWER SPACE! SENSATIONAL! NEW!

SHIRT SELECTOR*

PERFECT FOR TRAVEL!

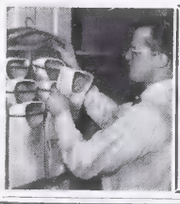
Perfect for anyone who desires a week's shirts neatly hung in car, on any door, in closet—wherever you wish! Don't use up valuable drawer space! Don't mess up fresh shirts, squeezing them into suitcases! Don't waste time looking for the right shirt! Let SHIRT SELECTOR free dresser-drawers, give you instant choice of any shirt you wish (visible at a glance thru transparent plastic,) keep shirts fresh as they come from the laundry.

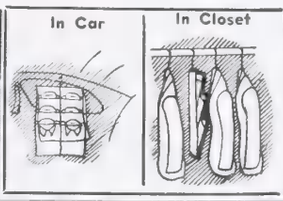
Has 3x5 pocket for cuff-links, collar stays, tie clasps. Satisfaction guaranteed. ORDER BY MAIL! Send cash, check or M.O. (No C.O.D.'s).



$2.75 each, ppd. (3 for $7)

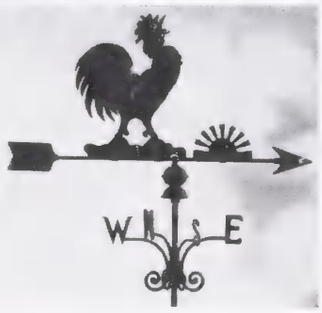
Patent Pending
*Trade Mark



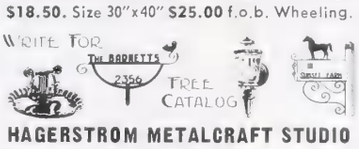


SELECTOR CO., Dept. B-3,
1947 Broadway, New York, N. Y.
Send. . . SHIRT SELECTORS for which I enclose $ . . .
NAME (print) . . .
ADDRESS . . .
CITY, STATE . . .

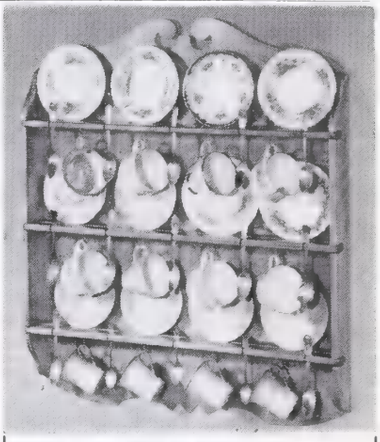
Hagerstrom ORIGINAL



SUN IS UP! Here's a most attractive vane for your rooftop to keep you posted on just which way the wind is blowing. Made of aluminum, finished in rich black. Pivots easily on oil-filled swivel. 27" wide 32" high **$18.50.** Size 30"x40" **$25.00** f.o.b. Wheeling.



HAGERSTROM METALCRAFT STUDIO
Handcrafted Specialties since 1922—Lanterns, House Signs, Door Knockers, Mail Boxes, etc.
41 Old Milwaukee Road, Wheeling, Ill.



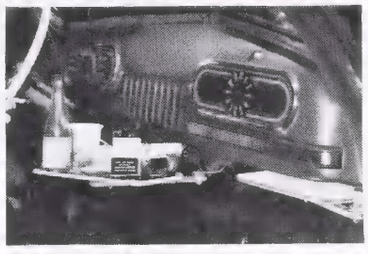
New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 15 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, cape cod (red) maple, antiqued salem (golden brown) maple, natural (Blond), Cherry or Walnut. Measures 30" high, 25½" wide, 3" deep. Price **$17.50.** Express Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.)

C. & T. ASSOCIATES
3514F South San Pedro Street
Los Angeles 11, California.

CAR TRAY MAKES EATING EASY IN YOUR AUTOMOBILE!

Installs in Seconds ■ No Holes to Drill



Now you need no longer balance food on the steering wheel or dashboard of your car! Install this car tray *permanently* in a few moments. When needed, simply swing it out into any desired position; when not in use, fits snugly under the cowl. Perfect as a writing desk, ladies make-up aid, mother's table for infants and a dozen other uses. Made of steel in chrome plate or baked enamel; rubber mounting guarantees absolute quiet; neutral color matches any car interior. Only $3.49 for enamel or $5.49 for deluxe chrome model. Sent postpaid or C.O.D. plus postage. 10-day money-back guarantee. Write for free houseware gift guide.



DAMAR DISTRIBUTING CO., Dept. AT-19, 22 Treat Place, Newark 2, N. J.

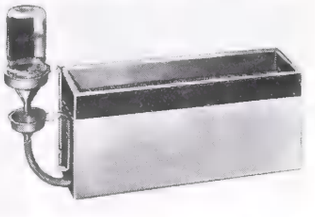
Soilless Gardening

"The Hobby With A Future"

With this HOME HYDROPONIC UNIT you'll find year 'round enjoyment practicing scientific plant culture methods that are today producing amazing results in laboratories and large-scale commercial installations. Easy . . . Fascinating . . . NO SOIL REQUIRED! Continuous chemical feeding arrangement promotes rapid, luxurious growth of both flowers and vegetables. Equipment constructed for years of service. Marvelous gift for a garden enthusiost or shut-in. Outfit complete, including chemicals and full instructions $8.95, prepaid.

Prompt Delivery Satisfaction Guaranteed

HYDROPONIC INDUSTRIES
Box 692 Dept. 22, Muskegon, Mich.



Model 115, overall dimensions set up 22" x 15" x 6"—6" x 18" seed bed. Prices and specifications of larger models furnished on request.

SAVE UP TO 1/2 on Lovely, Twist BROADLOOM RUGS



Just Send Your
OLD RUGS and CLOTHING

It's All So Easy! Write today for the Free Olson Rug *Catalog* (28 model rooms in color) that tells how your materials are picked up at your door and shipped at our expense to the Olson Factory, where . . .

By the Scientific Olson Process we sterilize, shred, merge materials of all kinds—reclaim and separate the valuable wools, etc., then bleach, picker, card, spin, redye and weave lovely, deep-wool-textured new *Two-Sided Broadloom* . . .

OLSON RUGS

—in sizes for all needs up to 16 feet seamless, and any length, in all the newest:

Solid Colors	Floral, Leaf	Embossed
Two-tone	Early American	Effects
Tweed Blends	Oriental Designs	Ovals

SAVE! FACTORY-TO-YOU!

Orders Completed in One Week. We Guarantee to please, or pay for your material. 3 million customers. We do not have Agents or sell thru stores.

Chicago New York San Francisco

MAIL COUPON OR 1c POST-CARD FOR—



FREE CATALOG in COLORS

OLSON RUG CO. E-51, CHICAGO 41, ILL.
Please mail Olson Rug Catalog Free to—
Name
Address
Town State
ORC

GENTLEMAN'S CHAIR

Hand Carved Solid Mahogany



Lady's Chair to match, $5 less

No finer furniture was ever made. Yet it's only $134.50 in your choice of covering: rich antique velvets, red, Killarney green, rose, gold or blue; or lovely tapestries. Swatches of fabrics furnished. Six dollars less than above price if you send fabric; 3 yds. required. No COD's, please. We pay the shipping charges.

Send 50c for complete Album of Victorian Masterpieces

NETHERBY HALL
Box 96-A, Station E, Atlanta, Ga.

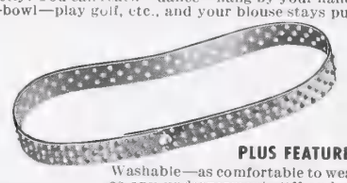


You'll love this...

BLOUSE, SKIRT and SLACK TENDER*

As new as anything can be—Keeps your blouse inside your skirt. It won't let the skirt turn or "walk around"—and for sport wear (blouses and slacks) it's worth its weight in gold.

Construction is such that it does all these things perfectly. You can reach—dance—hang by your hands—bowl—play golf, etc., and your blouse stays put.



PLUS FEATURES

Washable—as comfortable to wear as any undergarment. Off and on in a jiffy—so you can wear with all your outfits. Invisible when being worn. Does not create heat—gives your waistline that slenderized look! Don't worry about size—you cut it to fit you. Available in colors of amber, white, black, navy blue.

SATISFACTION GUARANTEED Your money back if not fully satisfied.

Only $1.50 postpaid—no C.O.D.'s. State color or colors wanted.

*Trademark Reg.

SHRELL PRODUCTS
608 SO. DEARBORN, DEPT. C-9, CHICAGO 5, ILL.

ORNAMENTAL SWITCH PLATES
SINGLE $1.25
DOUBLE $1.50
TRIPLE $1.75

SCREEN DOOR GRILLES
CUSTOM MADE TO FIT YOUR DOOR
$29.95

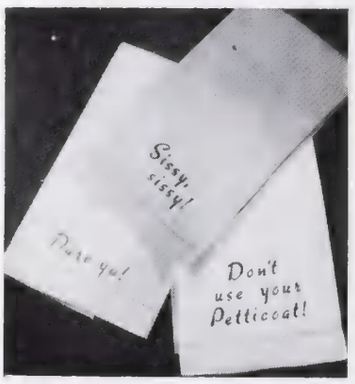
LANTERN, SIGN AND POST
$13.95 ALL THREE

LANTERN IS COPPER 13½ IN. HIGH. POST IS CEDAR 8 FT. LONG. SIGN IS CAST ALUMINUM. THE LETTERING COSTS 20¢ PER LETTER EXTRA.

WRITE FOR CATALOG

WILLIAM Spencer
710 CHESTNUT, PHILA. 6

Window



GABBY GUEST TOWELS line up to taunt timid handwashers who lack the gumption to put a fresh towel to work. Made of imported linen, handscreened with gabby gibes, they come in dark green, aqua, gray, red, rose, chartreuse, or maize. Choose "Sissy, Sissy!" "Dare Ya!" or "Don't use your petticoat!" $1 each; minimum order is two towels. Ppd. Charlotte W. Davis, 59 W. North Ave., Chicago.



THE AMERICAN'S CREED is a profession of our faith in the principles of our great country. Set forth in stirring prose by William Tyler Page and adopted as the credo of the land by an Act of Congress in 1918, it is reproduced on red, white, and blue plastic. Order one for your child's room, another for your husband's office. 7" x 10", $1 ppd. Home-maker's Haven, 73-04 37th Ave., Jackson Heights, N. Y.

REPLATE YOUR SILVER *Instantly!*



Approved by Independent Testing Laboratory
ONLY $2.95

Just rub on with cloth—that's all!

It's amazing! New Miracle Super-strength Silver Plater contains PURE SILVER. Scientific development now makes it easy to replate silverware right at home. Simple to use—in few minutes. You'll see new sparkle before your very eyes. Won't peel or wash off.

Saves hundreds of dollars—keeps silverware gleaming always.

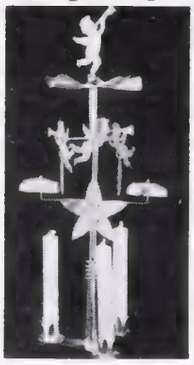
Use it to replate worn Sheffield, or similar ware, or to plate ANY ARTICLE having a silver, copper, brass or bronze base. Silverplates worn chrome, too. Application cloths included. Contains no mercury or harsh abrasives.

Satisfaction guaranteed or money back. We pay postage—no C.O.D.'s please.

Big 8 oz. Bottle Miracle Silver Plater . . $2.95
Jumbo Economy 12 oz. Size 3.95

GREAT AMERICAN SALES CO.
529 So. LaSalle St. Dept. 40, Chicago 5, Ill.

The Whispering Angels



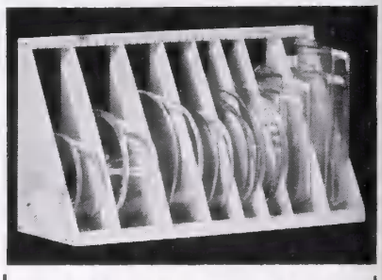
SOFT LIGHTS—SWEET MUSIC FOR YOUR VALENTINE

Silvery tones waft thru the air as the glow of the candles gently whirls the angels on their orbit.

In lustrous imported brass, sent in gay gift box, assembles to 13" x 5½"

Order by mail, Postpaid, only $2.50

No C.O.D.'s, Please.
INTERTERRA-N. Y., 90 West Broadway, N. Y. C. 7



PROTECT your PYREX and other baking dishes

Now no more clumsy "stacking" of odd-sized baking dishes! No more slipping, breaking or chipping! Sensational new "A-Just-O" efficiency rack fits right into your kitchen or pantry shelf. Adjustable partitions accommodate all shapes of trays, pots, pans, bowls, etc. Made of sturdy 2" slotted strips, plywood partitions. Clean, unfinished wood 24" long, 12" high, 9" deep. Shipped knocked down, easy to set up. Postage prepaid, only **$4.95**

Money-back guarantee. No C.O.D.s please.

(Illinois residents add 2% sales tax)

NATIONAL MAIL ORDER CO.
831 W. Washington Blvd. Dept. DA
Chicago 7, Ill.

Shopping



ROM THE GULF of Mexico me these fine seafood delicacies at you'll use in salads, for hors oeuvres, casseroles. Three 5-oz. ns of cooked, peeled and de- ined shrimp, three 8-oz. cans of w peeled shrimp, two 8-oz. cans special white crabmeat, two z. cans claw crabmeat are iced along their route to you— livered to your door. $7.50 post- id from Riverside Seafoods, ., Berwick, Louisiana.



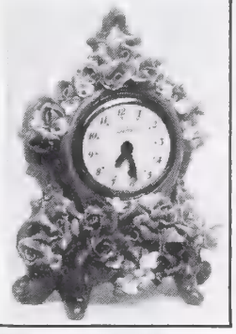
INIATURES IN OILS, ch an original, each signed by artist, come on little wooden els made of solid mahogany. e locale of each work is marked the back and there are 19 dif- ent tiny masterpieces. Interest- bibelots for any collector, ir diminutive charm would de- ht a child. 2" x 2½", with el, $2.75 each; 2 for $5 ppd. rtcraft Studio, Box 61, South ange, New Jersey.



Hand-Decorated Ceramic Clock

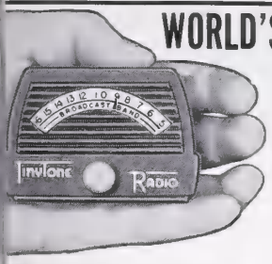
fired from the kiln of Bucks County Pottery, created by Dorothy Seader. An heirloom of tomorrow, ticking away the memories of yesterday and today. Distinctly different time-piece comes in a variety of dainty pastels, pale pink, pale blue, antique green, antique blue, chartreuse or the color of your choice. Guaranteed mechanism. 11" high, 8" wide. $35 ppd.

BUCKS COUNTY POTTERY,
KINTNERSVILLE, BUCKS COUNTY, PA.



WORLD'S SMALLEST RADIO

MADE TODAY $4.99 Post-paid



ABOUT CIGARETTE PACKAGE SIZE—Weighs only 4 ounces! A REAL RADIO—NOT A TOY—GUARANTEED TO "BRING IN" LOCAL STATIONS CLEARLY IF USED AS DIRECTED OR REFUND! NO TUBES—BATTERIES OR ELECTRIC POWER HOOK-UPS OR "PLUG-INS" NEEDED—WORKS EVEN WHEN ALL POWER IS OFF—DURING "BLACK OUTS." Has new selective circuit and beautiful two color black and red cabinet. USE IT MOST ANYWHERE YOU GO! Should last for years.

Send only $1.00 (bill, ck, mo) and pay postman $3.99 COD plus postage or send $4.99 for p.p. delivery. COMPLETE WITH EXTRA ($1.00 value) ONG DISTANCE AERIAL KIT AND PHONE—Wonderful gifts for boys and girls. LIMITED PPLY DUE TO PRESENT CONDITIONS. Order now to assure delivery.

IIDWAY CO. **Dept. BHB-2** **KEARNEY, NEBR.**

DESTROY UNWANTED HAIR FOREVER



TEMPORARY RELIEF IS NOT ENOUGH

Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER*. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

SEND 6¢ COINS OR STAMPS FOR BOOKLET "NEW BEAUTY FOR YOU"

MAHLER'S, Inc., Dept. 8-B, Providence 15, R. I.

This year . . . there is more than the MARDI GRAS

There is the fabulous Hemenway collection of finest furniture and rare decorative accessories.



Pair of Bow Figures of Harlequin and Columbine; both dressed in the typical diamond pattern costumes; gracefully modeled; height, 4½ inches; circa 1760.



Chippendale Inlaid and Fret-Carved Mahogany Urn Stand, English 18th Century. Square-banded top, the frieze containing a pull-out slide, fret-pierced brackets heading slender square tapered legs; joined by a fret-scrolled cross-stretcher. Height 24½ inches; 12½ inches square; circa 1760.

Please address inquiries to Department H-2

HEMENWAY NEW ORLEANS
521 Royal Street

"COME and GET IT!"





$36.50 up F.O.B. Pontiac, Mich.

You'll GO for that deliciously *different* taste of food cooked outdoors over a fragrant wood or charcoal fire. A Hancock Outdoor Fireplace will make your feasts mouth watering memories to you and your friends. So easy to build, too, with the Hancock "skeleton" unit. Ovens, spits and other accessories available. Send 10c for 4-page Plan Sheet—"HOW TO BUILD YOUR OUTDOOR FIREPLACE"—with working drawings for a variety of designs.

HANCOCK IRON WORKS
31 W. PIKE STREET, PONTIAC 14, MICH.



Meet the
EGG GANG

a delightful little family that adds a gay note to your breakfast table . . . makes your youngsters really enjoy that daily egg! Completely hand - made and beautifully finished in elderwood, set is hand-painted and lacquered to resist stains. Consists of 6 cups, a ball salt shaker and stand. Charming at Easter Time! **$4.50** the set, postpaid.

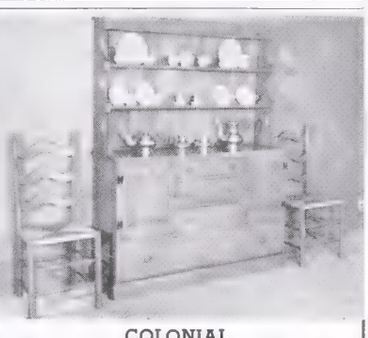
Here's
PELICAN PETE



a chubby, lovable little fellow whose mouth opens wide and snaps securely shut. Sturdily made in soft white plush with orange trim, he's 12" high, will hold a youngster's secret little treasures in his generously deep pouch! Complete with 3 little toys and gift card. With concealed music box, **$10.95**. Without music, **$6.95** postpaid.

No C.O.D.'s please

HAIG GIFTWARE CO.
P.O. Box 88 Madison Square Station
New York, N. Y.



COLONIAL
HUTCH CUPBOARD

A striking addition for your dining room or living room. Hand crafted from select kiln-dried *solid* wild cherry or *solid* walnut. Choice of highly resistant hand rubbed finishes. Base 16" x 54", base height 34", overall height 68", top drawer lined for silver, price approximately $285. Ladderback chair, hand woven seat, approximately $29. Open stock. Guaranteed. Send 15¢ for actual photographs, wood samples and descriptive price list which includes gateleg and lazy suzan tables, other chairs, serving chests, coffee and end tables, and many other authentically designed heirloom quality Early American reproductions. Visitors welcome.

WINEMILLER'S
Colonial Reproductions
COLDWATER, MICHIGAN

56 YEARS OF GUARANTEED SERVICE

Dyeing by Denihan



IS AN ART

- Dresses, gowns, drapes, etc. dyed with a guarantee not to shrink out of fit.
- We boast article will not appear dyed.
- Dry cleaning wedding gowns, ribbon, knits, lamé, taffeta frocks, our specialty.
- Experts on tapestries, laces, heirlooms, curtains, bedspreads, etc.

Specialists

Suede and Leather
Cleaned and Redipped

Suede Suits	$8.00
Gloves (short)	.50
Men's Suede Jackets	4.75

mail to Palm Beach • Hamilton Bermuda

B. J. DENIHAN
215 East 64th St. — N.Y.C. — TE 8-2100



PHOTOGRAPH BY CARL JULIEN

On famous South Battery in Charleston, S. C., the William Gibbes house impressively documents the architectural history of the town. Built about 1772, it is basically Georgian, but interiors bear stamp of the Brothers Adam. See it for yourself during this year's Historic Houses Tour, March 19—April 14.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

However well polished it keeps its lovely old brass knockers, Charleston, South Carolina, does not readily open its doors to just anyone. This is merely one of several reasons to visit Charleston the latter half of March or the first half of April, when the intoxicating honeysuckle billows over old red brick walls and every handkerchief-size garden gleams with well-groomed bloom. This year more than 20 of the proud old city's proudest and oldest homes, including four never open to the public before, welcome your inspection. For if Charleston is a city of "anchored yesterdays," the anchor is not only her truly magnificent architecture, but the spirit of her people, who cherish so tenderly each brick and bit of iron lacework, each masterpiece of interior woodwork, and who also take this means of raising funds to continue one of this country's better preservations.

This year's Tour of Historic Houses, March 19 through April 14, will permit you to visit one set of homes during the first two weeks, another the second, with daytime visiting hours mornings and afternoons, and occasionally in the evening, Monday through Friday. In addition, on Saturday afternoons throughout all of March (except that preceding Easter), local church groups will conduct tours of nearby plantations and other town houses, providing transportation as well as guidance. And any time throughout you can taxi or bus or drive yourself out the oak- and moss-arched Ashley River Road to Summerville (via Middleton) Magnolia and Cypress Gardens, each flaming with azaleas and each retelling the story of those anchored yesterdays in its own very beautiful way. For details, plus suggestions for hotel or motor court accommodations, write now to the Historic Charleston Foundation, 94 Church Street, Charleston, South Carolina.

Homes of great men all remind us

Lest the sterling lessons taught by February's better birthdays dim with the month, why not slant the next trip you take with the children toward at least one of those most potent of all American shrines, the homes in which our country's great fashioned our country's great ideals? These are among the more recent additions to a long and distinguished list:

Gunston Hall, at Lorton, 30 miles from Washington, D. C., and near Mount Vernon, Virginia, where George Mason may have lived and, according to some, coined the American by-word phrase, "Life, liberty, and the pursuit of happiness." Red brick Georgian, with an exceptionally fine interior that includes the first Chinese Chippendale room in this (*Continued on page* 129)



EVERYWHERE YOU GO YOU'LL RUN ACROSS "PICTURE COUNTRY" . . . LIKE THIS CHARMING BIT OF CANADIAN COASTLINE



Swing into a saddle amid real riding country where life quickly slows down to a canter.



Go-as-you-please along highways which lead to the unspoiled, uncrowded outdoors.



Bring your clubs: take time out for friendly foursomes on interesting new fairways.



Homespuns and handicrafts, fine china, furs—shopping is an adventure in Canada.

THIS VACATION, do things you've never done before . . . see new places, meet new people over the border in Canada. You can relax in luxury at a mountain, lake or seaside resort; or head off into the next-to-Nature glories of great National Parks. You can cruise scenic coasts . . . swim and sail on one of Canada's million lakes . . . see the historic sights of romantic old cities. You'll find a neighbourly welcome wherever you go. Plan it now! Write for information, or use the handy coupon below.



Cross the friendly border into
CANADA . . . VACATIONS UNLIMITED

CANADIAN GOVERNMENT TRAVEL BUREAU
Ottawa, Canada D. Leo Dolan, *Director*

Please send me your illustrated book, "CANADA, VACATIONS UNLIMITED"

Name .....
(Please Print)

Address .....

Town ..... *State* .....

01-1-15-51-01

for distinction and durability nothing takes the place of

genuine leather

Genuine Leather . . . in the upholstery of fine automobiles and furniture . . . is the one material that improves in appearance with age and use. This genuineness of leather appeals to all with a sound sense of value and its smart colors and interesting grains find keen appreciation with everyone of good taste. For those who would enjoy both utility and beauty . . . Genuine Leather offers full value and satisfaction.



THE UPHOLSTERY LEATHER GROUP • TANNERS' COUNCIL OF AMERICA • 100 GOLD STREET, NEW YORK 7, N. Y.



DREAM-WORTHY DINING ROOM... Down-to-Earth Price



The new, open-stock Normandy Group by Drexel gives your dining room all the warm-hearted friendliness of French Provincial—at a price that's friendly, too. Drexel's mellow Brittany finish is just right for these graceful curves, and offers you complete color-scheme freedom. You get abundant value extras in this beech and hardwood grouping—dust-proofed, center-guided drawers, dovetailed at all four corners for extra strength; authentic brass hardware; rock-solid construction; and a glistening 26-step finish carefully hand-rubbed and easy to keep shining. Choose your own favorites from the Normandy Group—see them at leading stores everywhere. Look for the "by Drexel" brandmark—your proof of fine craftsmanship and unusual value.

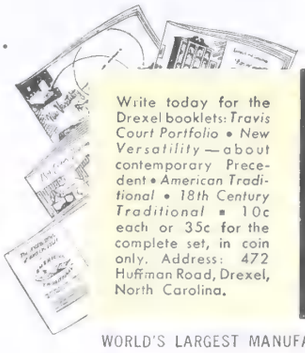
The Normandy Group flatters your dining room, whether it's large or small. This compact, comfortable setting includes an open-fronted corner china, a roomy buffet (with a china deck which you can add if you wish), restful chairs, and an oval drop-leaf extension table which seats eight comfortably.

FOR FURNITURE VALUE...
BUY DREXEL



NEW! Drexel Cream Wax—cleans, polishes, renews and protects the finish! Originally formulated for use in the Drexel finishing rooms, now available for you. Pint bottle, available only at Drexel dealers.

See the Drexel Decorama soon—easy-to-use decorating help, tailored to suit your needs, your budget, and your tastes.



Write today for the Drexel booklets: *Travis Court Portfolio • New Versatility*—about contemporary *Precedent • American Traditional • 18th Century Traditional* • 10c each or 35c for the complete set, in coin only. Address: 472 Huffman Road, Drexel, North Carolina.

by Drexel

Drexel FURNITURE COMPANY

DREXEL, NORTH CAROLINA

WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM AND DINING ROOM FURNITURE



DUNBAR

for Modern

Caneback Side Chair, No. 4580. Revolving Television Chair, No. 4626.
Glass Top Cocktail Table (52" diam.), No. 4542

MODERN INTERIORS

Send 25 cents to Berne, Indiana
for this profusely illustrated booklet
on decorating your home successfully.

DUNBAR FURNITURE CORPORATION OF INDIANA • BERNE, INDIANA

NEW YORK: 227 EAST 56TH ST. • CHICAGO: 1638 MERCHANDISE MART • BOSTON: 203 CLARENDON ST. • KANSAS CITY: 212 MERCHANDISE MART • PASADENA: 2914 EAST WALNUT ST.

A Garden is American Style...

- ***When*** *the grounds are made to serve like rooms, as extensions of indoor living—either actually or visually*

- ***When*** *its design and use are so completely interlocked that the two are indivisible, and neither can exist reasonably without the other*

- ***When*** *outdoor structure is used, together with plants, not only to enhance, but to increase performance and privacy and cut upkeep*

by Elizabeth Gordon
Editor

America has moved outdoors. Nobody will deny that. But what may not be so readily apparent is that the move has produced a change in the design of our property. We have produced a new concept of the old "house-and-garden-together" idea. (The Persians and Italians have a word for this, but we haven't.) But the idea of the house interlocking completely with the garden, in a modern manner, in appearance as well as performance, is the core of the American Style. Just how completely it interlocks will be shown in the next 34 pages.

Essentially, the American Style garden is a new version of a garden built for pleasure. It is part outdoor playground and part living room, a place for family fun and family entertainment. It is a place in which everyone may watch the drama of the changing seasons, and see the miracle of life unfolding in a plant, where people may put their own stamp on their surroundings. It may be a place in which old men can putter around or just sit in the sun, or young Tarzans may build a tree house, or young inventors may work on an old car. It is so versatile it offers something to everyone.

me of the Decker McAllisters. Gardner Daily, architect. Thomas
rch, landscape architect. Rondal Partridge, photographer.

Originally, the traditional American garden was the front lawn. It was the true expression of the spiritual attitudes of our people. Each householder maintained his front yard for the enjoyment of everybody, and was permitted to enjoy everyone else's in return. As a result, no one felt envious or shut out. Each identified himself with the whole. This was a reflection of our social attitudes. These friendly extroverted gardens had their part in forming the friendly extroverted people, who are our finest product. But that kind of garden had no privacy and was not used like a room.

The new American garden keeps this friendly, open character, but strives for privacy as well. We live closer together these days, our streets are no longer quiet thoroughfares and our houses are smaller.

Other factors have also produced change in our gardens. Knowledge of climate control has shown us how to extend the number of good days each year, so we can add several more months to our outdoor living season. Radiant heat under the outdoor terrace has made outdoor living possible in places (or times of the day) where it was impractical before. Outdoor lighting systems, private and community insecticide systems, outside cooking facilities, comfortable outdoor (*Continued on next page*)



A close working relation between inside and outside
The American Style garden always has a terrace furnished like. and planned to work like a living room, and closely related to the indoor living room. Ernest Wertheim, landscape architect.

When is a garden American Style?

(continued)

furniture have carried the possibilities of outdoor living several steps further. We have learned how to make the garden a really comfortable living space. Then the swimming pool has brought glamour and a new form of relaxation right into the yard.

Old traditional American gardens tended to put more emphasis on growing plants than on applying the principles of landscape architecture. We used to be more interested in content than in form. This was in line with the nineteenth-century democratic thought which produced America. The Nineteenth Century was concerned with human welfare. In terms of gardens, this meant acquiring and spreading knowledge about plants. With plant explorers and plant hybridizers astonishing people with the result of their work, eighteenth-century quarrels over formalism versus naturalism in garden design began to seem very dull indeed. The gardeners' part in making the garden began to seem the most important.

But the Twentieth Century (*Continued on page* 58)



PHOTOGRAPH BY CONNOR-HEALY

No sharp demarcation between indoors and out
Here wall, floor, and ceiling flow out through the glass wall, to minimize where indoors ends and outdoors begins. Outdoor materials are used inside. Owner, T. L. Williams, K. E. Anderson, designer.

THOMAS CHURCH, LANDSCAPE ARCHITECT



PHOTOGRAPH BY PHIL FEIN

Little or no change in floor level

Another optical device to tie inside of house with outdoor garden is to have no change of grade, or as little as climate demands. In bad weather, glass walls preserve same illusion of continuous living space.

MORE OF THIS STORY ON NEXT 2 PAGES

THREE PHOTOGRAPHS BY MAYNARD PARKER



Walled garden doubles bedroom size

One wall of glass, looking into a completely private, walled garden makes this master bedroom twice as spacious-looking, and, in warm weather, twice as useful. Cliff May, architect.

DR. AND MRS. MATHEW LASHER, OWNERS



This garden extends a room to the property line

This American Style garden was achieved through remodeling. Garden had to be down a few steps, but feeling of easy transition was achieved by wide door opening, wide easy steps.

When is a garden American Style?

(continued)

turned away from the seed catalog, fascinating as it is. When the garden began to be used as a working extension of the indoor living space, house and garden needed to become an organic whole. This caused us to develop an interest in the garden as an architectural, functioning design.

The new American Style garden came into full flower on the West Coast about 1935. But since World War II its influence has become apparent in all parts of the United States—on both new and old houses.

Like most American ideas, this one has been derived from many foreign sources. It has ancient roots in Greek and Egyptian courtyards and gardens. Its modern characteristics are rooted in Chinese and Japanese architecture. It is also rooted in our own front porches and the patio-gardens of California. It first began to emerge as a native thing in the hands of such architects as Frank Lloyd Wright, Maybeck, and Greene and Greene around the turn of the century. (*Continued on page* 152)





Echoing the surrounding landscape

Boulders were present in the natural situation surrounding the David Gamble house, designed by Greene Brothers in 1908. So these pioneers in American Modern used them decoratively in garden.







Fusing indoors and out—1907

The Greene brothers were among first American architects to integrate indoors to outside sitting area by wide doors and almost no change in floor level. Photographs above and at right show how.

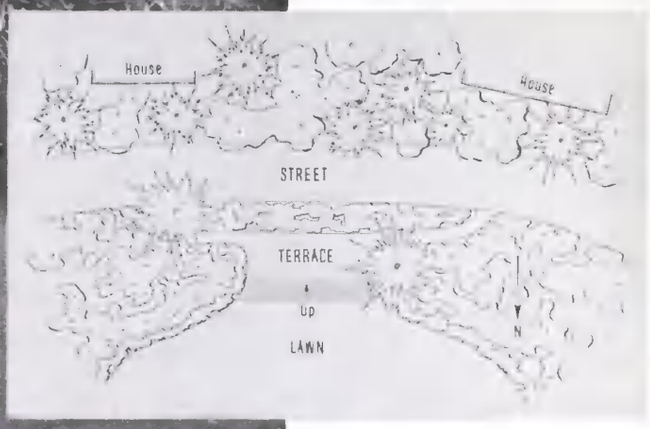
Find the street in this garden!

The scene below has a street cutting across smack in the middle of the total view. But it is cannily hidden by plantings which echo the same plants that grow on the hill across the street. See plan below.



GARDEN OF PALOS VERDES PUBLIC LIBRARY, DESIGNED BY OLMSTED BROTHERS IN 1925.





Low upkeep doesn't mean "no flowers"



2 PHOTOGRAPHS BY MAYNARD PARKER

Limit yourself to a few kinds of plants

This avoids fussing with different needs. Hardy vines require no attention. Pot shelf converts a few potted plants into an important, colorful flower show out of harm's way.

An impressive display of flowers doesn't depend upon an unlimited labor supply. Most gardeners could triple their color effect without doing an extra lick of work. The secret is to confine all the high-upkeep flowers to one or two show spots. This makes such a spectacular display of color and bloom that people don't realize only a small portion of the garden contains flowers.

This system permits close attention to the needs of the few star performers. The unnoticed background plants will fend for themselves. Some may be spectacular for a few glorious days each year, but this is not their primary function in the garden design. If you want to grow great armfuls of cut flowers, grow them in a hidden cutting garden in easy-to-care-for rows like vegetables.

THOMAS CHURCH, LANDSCAPE ARCHITECT



Use single colors for spectacular effect

Buy separate colors, never "mixed varieties." If you want a color range, use masses of single colors of the same plant. For bloom all summer, choose only long-season types.

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



Shrubs for extra flowers without extra work

Use broadleaf evergreens, like this mountain laurel, if possible. No matter how severe the winter cold or summer drought you can grow some work-free flowering shrubs





by Thomas Church



ALL PHOTOGRAPHS BY MAYNARD PARKER

The new kind of garden pampers us – not the plants

Garden designed by
Thomas Church
Garden house designed by
Cermano Milono

There's a whale of a difference between a garden designed for people and a garden designed for plants

MORE ABOUT THIS GARDEN ON THE NEXT 4 PAGES



The garden on these six pages belongs to Mr. and Mrs. Graeme MacDonald, of San Mateo, California. Building at left is a wing of garden house, contains dressing rooms and heater for terrace and pool.

The first thing my clients ask for these days is a "living garden." That's their way of saying they want an outdoor living room, and it tells me I am supposed to worry more about making them comfortable than I am about making the plants comfortable.

Not that they don't want plants! They do very much. Plants make about as pretty furnishings for a room—inside or outside—as anybody has ever devised. But this is a matter of emphasis. Who is to get the top billing? The people or the plants?

Designing a garden primarily for people causes you to do some things you would not do in a garden that is primarily for plants.

You want a lot of paving because it dries off faster than lawn, and lets you use the garden sooner after a rain or a sprinkling. Paving can (*Continued on next page*)

The new kind of garden (continued)

take much more of a beating than sod, from furniture legs, high heels, regular traffic. Greatest asset of paving is that you don't have to mow it. And if you install the paving level with surrounding ground, you won't have to hand-trim edges. (See page 79.)

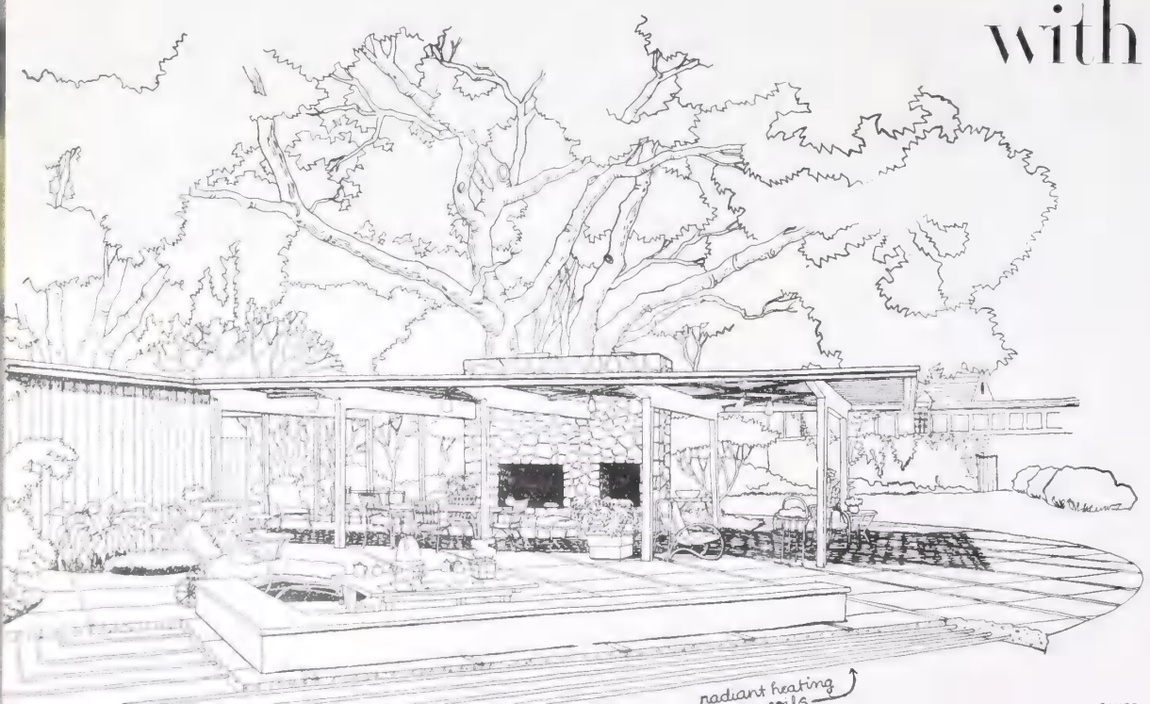
Paving is being put to a new use since the war. It is being used to embed heating coils, thus putting comfort in the chilly garden. In areas that have a lot of marginal temperatures (on the margin between warm and cold), this makes a big difference in how many hours a year you can use the garden. A heat slab lets you stay out on chilly evenings and use the garden earlier in spring and later in fall. If you have heat in the garden, it can function still more like a room—without benefit of roof.

Some people are carrying the room idea a step further by creating an outdoor pavilion, complete with roof, fireplace, and at least one wall. They equip it for entertaining with barbecue, dramatic lighting, and bar facilities, taking wear and tear off the main house while creating a glamorous setting for parties.

This new kind of garden-for-living can be created for any existing house, providing there is 1,000 to 1,500 sq. ft. of land, and providing the house can be altered to provide good access between inside and out.



How to double your outdoor living with radiant heat



Cut-away showing how hot water coils are embedded in the concrete of the terrace and garden house. This house is enclosed on two sides and open on the other two, thus stopping breezes, but still keeping outdoor feeling. Having a roof over a portion of the heated slab gives two kinds of heating spaces. MacDonalds can be comfortable outdoors when air temperatures are so low that your breath makes steam. Heating layout engineered by Garthorne, Buonaccorsi and Murray.





Heated pool, but cool paving

Heated swimming pool lies between garden house and street, hidden from it by a double screen of shrubs and hedge. Paving around pool is redwood blocks, less slippery than masonry.

MORE ABOUT THIS GARDEN ON THE NEXT 2 PAGES

ALL PHOTOGRAPHS BY MAYNARD PARKER



Glass roof keeps out rain, lets in light

Skylight in roof over the fireplace makes dramatic downlighting on masonry, also keeps outdoors effect everywhere—even though it is protected. Rest is glass wall.

Open walls toward paved terrace

But enclosed by glass or wood on the sides toward oncoming breeze. Generous size of this roofed area keeps furniture dry. Central portion of concrete (under rug) is kept waxed for dancing.





See how modern garden was added to a traditional house

Even period houses can have the new kind of garden



Low maintenance area

You want your garden to have many moods. MacDonalds wanted to leave one section as a quiet, wooded retreat, using only naturalistic, low maintenance plants and rustic seating. This is how it looks. Naturalized bulbs and woodland material such as ferns were used.



ALL PHOTOGRAPHS BY MAYNARD PARKER

Two changes for better living

Mr. MacDonald wanted to go right from his second-story bedroom to the pool, so this circular stairway was added. Originally, this terrace did not exist, and inside floor level was four steps above outside grade. This new terrace was added by simple expedient of filling, and now levels inside and out coincide. Change now occurs at edge of house terrace.



Paving saves wear on lawn

Spots subject to constant use need to be paved to keep the lawn neat, a requisite if it is to contribute the desired feeling of spaciousness.

New terrace wraps around old house

If your first floor is up three or four steps above the outside ground level, you can't achieve the close intimacy with the outdoors that is almost the core of the American Style garden. Now at MacDonalds you step out through French doors.



Better your home garden
Better your living



This is European, not American . . .

We tried the formal garden, but its stiffness and high maintenance don't fit our way of living. We don't want nature tortured into unnatural forms.



This is Japanese, not American . . .

We tried this kind of naturalism, but it is designed for a cultist worship of nature (note prayer stone). We garden for personal reasons, not religious.

By Dr. Joseph E. Howland

House Beautiful's Garden Editor

. . . This is the American Style garden

The American Style garden is Informal and Natural

Gardens reveal the habits and customs of people just as clearly as their houses. So today many gardens are reflecting the strong trend toward a more simple and unpretentious way of living. These gardens are no longer merely for exhibition, made only to walk through, but for everyday use by the whole family. They now invite you and your family to work, play, eat, and entertain in a pleasant room outdoors.

Garden design now is custom-tailored to your specific needs for living space outdoors. Because it is to be simple, its design must fit the natural surroundings.

This does not mean you build a rubber-stamp copy of nature. Instead your garden is a man-made composition—a skillful mingling of patterns, colors, and textures that reproduces a scaled-down version of the same exciting beauty which nature itself creates. You can readily see how foreign this is to the forced symmetry of formal gardens and to the religious symbolism of the Japanese.

The American style garden is neither complicated nor artificial. It is something plain and simple that you fashion to use and live with.

ETHELBERT FURLONG, LANDSCAPE ARCHITECT
PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



Textures must change in sequence, not big jumps

ETHELBERT FURLONG, LANDSCAPE ARCHITECT
TWO PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Patterns vary as sunlight and shadows mo

What counts is: Close-up Beauty

Simplicity of setting can add much drama

PHOTOGRAPH BY MAYNARD PARKER



When your garden is small, obviously you can't achieve garden beauty with the same design tricks of estate owners who can create long vistas because the scale of the grounds is so vast. But your alternative is just as good—maybe even better. For you can use plants and rocks in an intimate way. You can see close up the individual character of each, and so really observe the perfection of their smallest detail and the infinite variety of beauty which the Creator provided.

→

THOMAS CHURCH, LANDSCAPE ARCHITECT
GARDEN OF MRS. DANIEL VOLKMANN
COLOR PHOTOGRAPH BY RONDAL PARTRIDGE





How to use water in your garden

Strive for naturalism. You will probably line the basin with concrete or metal, but keep these inconspicuous. Let the lawn grass and pool-side plants and rocks come down so close to the water that the man-made part of the pool is completely hidden.

Conceal the way water gets to the pool. Water should always appear as running water—not as spray. Squirting frogs and the like are entirely out of place in a naturalistic garden. Waterfalls are appropriate only if they are kept in scale with the size of the pool.

Be sure planting is correct. You want your plants to look at home near a pool, so confine your choice of plants to the kinds which naturally grow near water. Arrange them in the same sequence that they grow in nature—from the wettest to the driest soil.

Use reflection to double beauty. Locate your pool so people can see the constantly changing reflections of sky and plants. If your pool is mainly for reflection, keep it shallow and line it with lead. Paint a concrete pool black—never paint it "sky" blue.

Maintain proper scale. Size of pool determines size of plants and kinds of foliage textures to use. The three pools shown on these pages are especially beautiful because their designers gave detailed attention to scale in choosing plants.



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

EDWIN T. WYATT, LANDSCAPE ARCHITECT

Pools like these offer great opportunities for naturalistic planting

CLARENCE PRENTICE, LANDSCAPE ARCHITECT



GARDEN OF MR. AND MRS. JOSEPH JOHNSON

COLOR PHOTOGRAPH BY MAYNARD PARKER

Informal and Natural (continued)

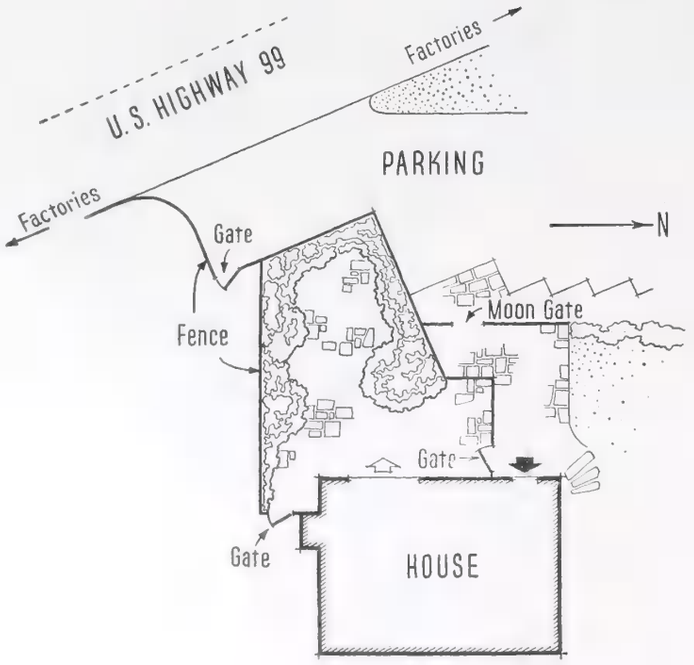


None of these stones happened to be here originally. Since they are indigenous to the area and are piled as they occur in nature, they look at home.



PHOTOGRAPHS BY MAYNARD PARKER

Naturalism 20 feet from a superhighway



The usual front lawn would have been silly—no privacy, traffic and nearby factories as the only view from the living room, and no place to get guest cars safely off the superhighway. The solution is ingenious. You feel off in a beautiful world of your own, far from traffic and industry. It makes you want to be outdoors to observe at close range as you relax or entertain. Owners and guests have ample, convenient parking. Garden designed by its owner, Clarence Prentice, Seattle landscape architect.



This is the view from living room doorway toward the highway



Guests appreciate the generous and convenient parking space. Note blending of plants and fence, also the close-up natural beauty (right) of leaf textures.



Why has America invented its *own* Style in Gardens?

by Dr. Joseph E. Howland
House Beautiful's Garden Editor



The automobile changed our living habits

Twenty-five years ago we abandoned our gardens to go for a "Sunday drive." Today we seek refuge from bumper-to-bumper traffic. So we convert our own back yards into comfortable areas for lounging, eating, and entertaining.



Houses are growing smaller

America craves the luxury of spaciousness, but rising costs force us to shrink the size of the house. So we use big windows and livable gardens to make small houses seem larger.



Power equipment replaces the professional gardener

The garden now is designed to eliminate the need for professional gardeners. This banishes all the fussy garden details that past generations loved. Lawns become big open sweeps, edged with mowing strips. Flowers are confined to show areas.



America's pace makes a place for relaxing essential

Americans spend so much time on the run that they must have an adequate place for relaxing. Now the garden is being redesigned to serve as a quiet room for relaxing.



Americans are sun-lovers and fresh-air enthusiasts

Everyone in America strives to live outdoors as much as possible. Most people, especially children, must do this right in their own back yards, so the garden takes on a new importance It becomes a recreation spot useful to the whole family.

Here's what our style produced →



ALL PHOTOGRAPHS BY MAYNARD PARKER



Permanent ground pattern banishes off-seasons

Gardens now remain attractive all year, thanks to their interesting ground patterns in climate-hardy materials. So even in winter we are happy to live intimately with nature in our sunny glass houses. The wintertime garden that has enough line and texture is enjoyable whether plants are growing or sleeping.

S BY THOMAS CHURCH, LANDSCAPE ARCHITECT



RE OF THIS STORY ON THE NEXT TWO PAGES

Gardens now encourage us to relax

Comfort and privacy are just as important outdoors as in the house. Today we design gardens accordingly. Family and friends find it fun to live outdoors. No longer are gardens just places to tour occasionally.

Evergreens predominate in our important plantings

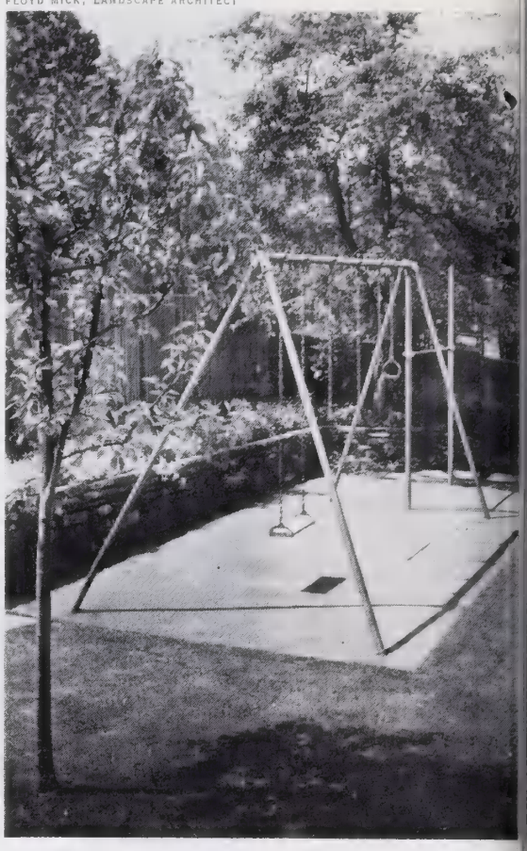
This helps avoid the dreary brown look of winter, also saves much in upkeep cost because evergreens are slow growers (no need to prune), and are permanent (no annual replanting). We favor broadleaf types.

JOHN GRANT, LANDSCAPE ARCHITECT



What our style produced (continued)

FLOYD MICK, LANDSCAPE ARCHITECT



Play space reserved for children

The needs of the children are considered important. We wouldn't think of barring our children from the garden—the old idea of garden builders.

ALL PHOTOGRAPHS BY MAYNARD PARKER



We dramatize wonderful plants

The garden is furnished with the same discrimination exercised indoors. We treat our best plant as an art treasure worthy of the most dramatic setting we can provide. This is a pear tree.



Pot gardening provides quick color

Americans are impatient. We don't want to wait for a garden to grow, so get quick results by moving in potted plants already in bloom.



Garden work center is big time saver

No more searching for tools and equipment, potting soil or plant food. Each has its assigned place. There is working space for potting plants, mixing sprays—even quarantine space for new pot plants.

GARDENS BY THOMAS CHURCH, LANDSCAPE ARCHITECT



We pave where grass won't grow

Paving, defined by a seat-wall, as here, realistically converts an age-old problem to a feature that remains attractive all year.



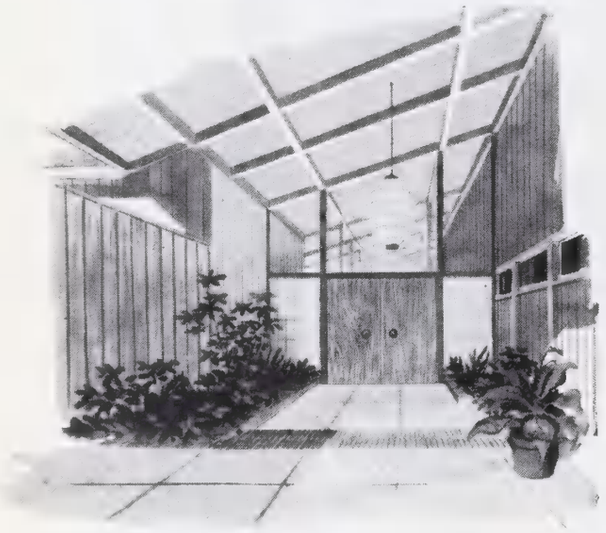
Mowing strips save work, define lawn

Modern America doesn't have time for hand-trimming, so eliminates the need for it. Strip itself adds to decoratve pattern, even in winter.

Why is this an American Style House?

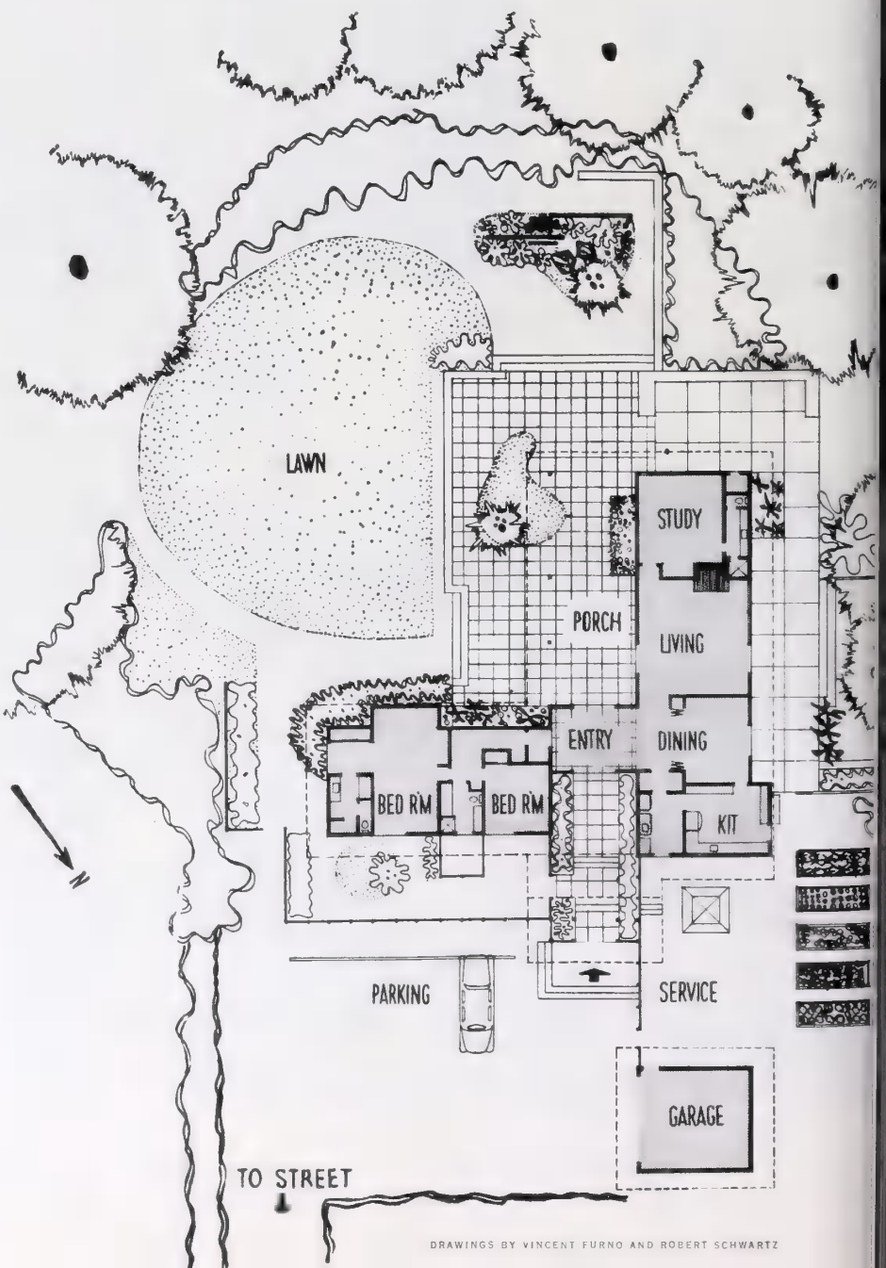
- **Because indoors and outdoors are perfectly integrated**
- **Because it gives you both privacy and view**
- **Because it's designed for comfort—not show**
- **Because of its honest use of simple materials**

This is a house-and-garden that demonstrates the core of the American Style idea from one property line to the other. Each room has its "garden" and they all interlock so that you can scarcely tell where one stops and the other begins. Outdoors, there's always a choice of sun and shade, cool spots or warm ones—and for a great deal more of the year than you would think possible. And even in bad weather, each room has its visual link with the out-of-doors. This house is designed so you can't tell where indoors ends and outdoors begins. As a result the house seems "as big as all outdoors," even though it's a relatively small one.



An airy, open loggia greets you as you enter, spacious yet simple. Double front doors are set in glass screen—opaque on either side for privacy, with clear glass above. See how frank exposure of wood framing makes for effective design.

A choice of many gardens is offered by this plan. You can count five or six outdoor rooms, not including the outdoor shower stall or the walled service yard and vegetable garden. They're all handsome, yet they're also small, built of simple materials and designed for easy maintenance.



DRAWINGS BY VINCENT FURNO AND ROBERT SCHWARTZ

Joseph Esherick
Architect

Thomas Church
Landscape Architect



A house should give you freedom of choice in living space, for any time of day or year

It is too much to expect of any one room or any one garden that it be equally pleasant, day-round and year-round. That's one of the main reasons we build houses—to win the luxury of choosing sun or shade, warmth or coolness, privacy or outlook, as we desire. That's why this house, with its interlocking indoor and outdoor living spaces, is American Style.

1/8" SCALE MODEL BY ELVIA AND WILL GARWOOD. PHOTOGRAPHS BY EZRA STOLLER: PICTOR



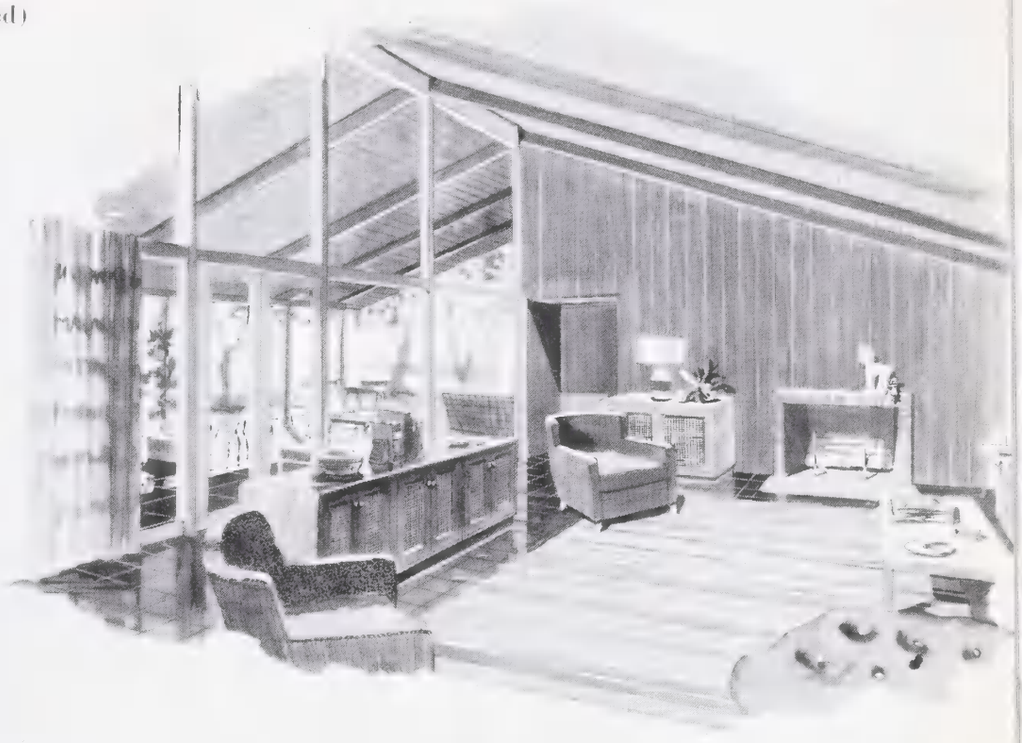




American Style House (continued)

A place for everything and everything in its place is not hard to achieve if you know what you're after before you start. This house, designed for people who go to the country because they like the outdoors, has pre-planned space for every kind of outdoor activity. It is ringed with spaces for sun-bathing, lounging, dining, and plain gardening. At the same time, all these areas are designed to give maximum visual enjoyment when seen from indoors. Thus, in any weather, the landscape is a source of pleasure.

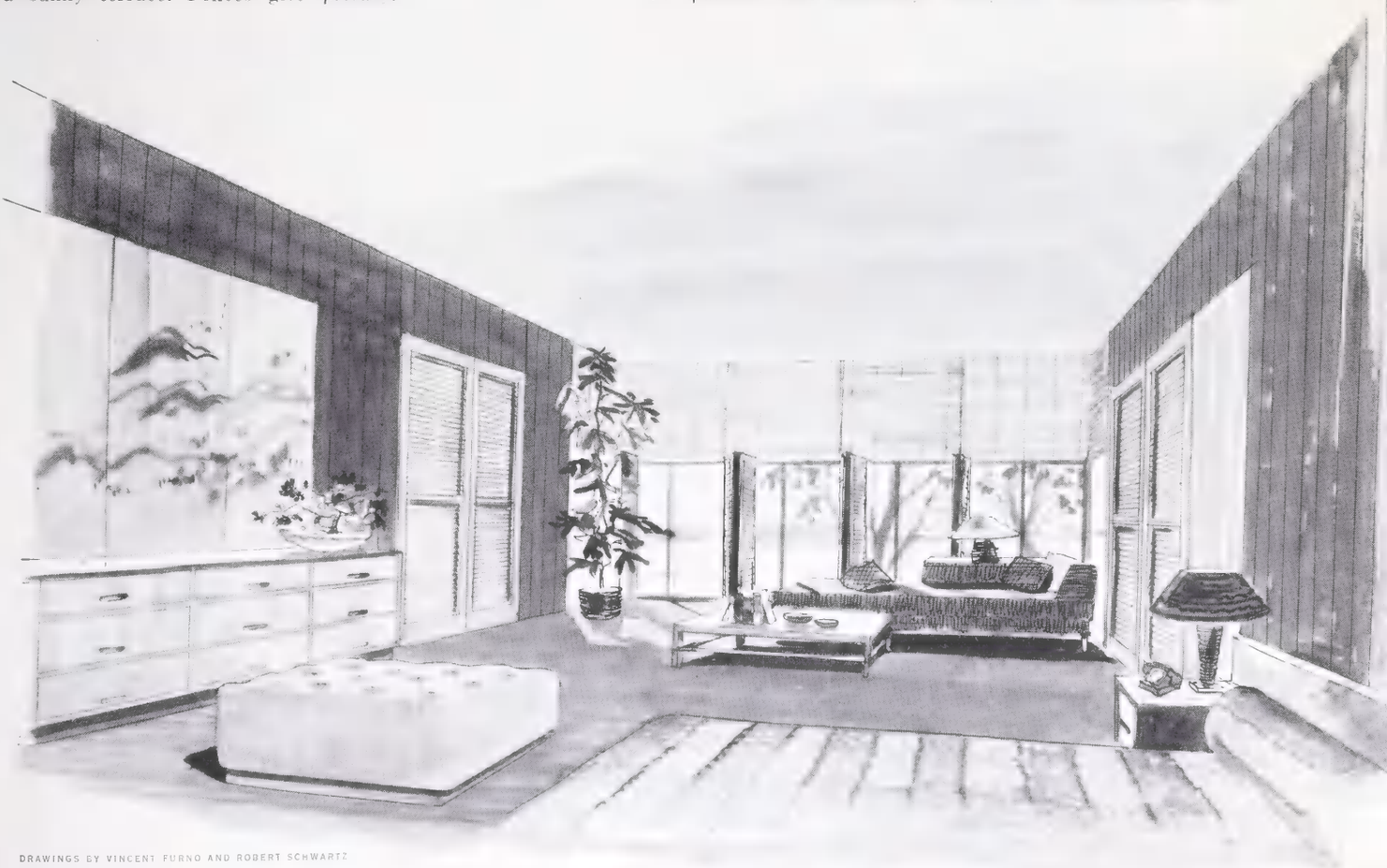
The house itself is so planned that normal family activities can be carried on easily, without conflict or confusion. The study, for instance, is placed off beyond the living room with its own bath, so that occasional guests can sleep as late as they like. Kitchen, garage, and service yard are similarly isolated. A large, paved parking court lies between the house and street. It is neatly landscaped for looks and separated from the bedroom wing by a tall wood fence for privacy.



"Borrowed" space makes the living room larger. Designed as a unit with living porch, it is divided from it only by a glass wall. Thus, in good weather, living space is actually doubled, in bad weather visually so. See how simple use of unpainted wood serves as background for fine furniture.

A wide, sheltering roof protects walls from weathering, windows from reflected heat and glare. Along the southeast, it extends to form a great, airy porch whose brick-paved floor continues out to form a sunny terrace. Fences give privacy.

A private retreat for the masters of the house, the main bedroom (below) is quiet and handsome. Also, because bath and dressing room are isolated (behind doors at left), it is easily tidied, can serve as a secondary living room for the parents when necessary. Sunny bay window faces lawn.



DRAWINGS BY VINCENT FURNO AND ROBERT SCHWARTZ

MORE ABOUT THIS HOUSE ON THE NEXT PAGE

Let your kitchen do the work

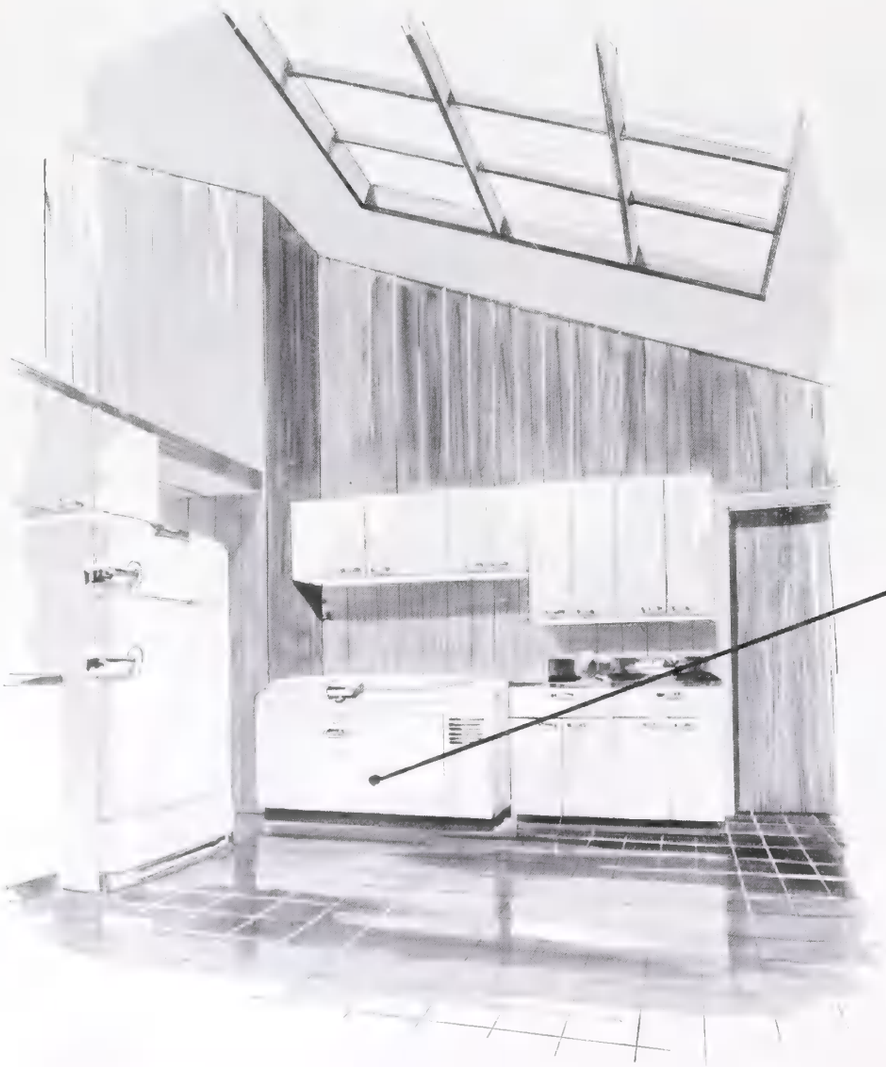
If your kitchen work is so easy you hardly know you're doing it, your kitchen measures up to the standards of the American Style, as this one does. Many factors are involved: good light, cross ventilation, a pleasant outdoor view, accessibility from the rest of the house (and from the garden, too), convenient entrance for tradesmen, spaciousness without waste of space, uncomplicated traffic lanes, placement of cabinets and equipment in logical work sequence to save steps and time, selection of materials so durable and easy to clean that they need no special pampering.

Everything you need for kitchen and laundry is assembled in a space approximately 22'6" long x 13' wide. One end of this space, separated from the rest with only a semi-partition, is the laundry. The rest holds all the equipment demanded by 1951 standards to store, prepare, and serve food, to clean up afterward, and to do it easily.



Snack Bar

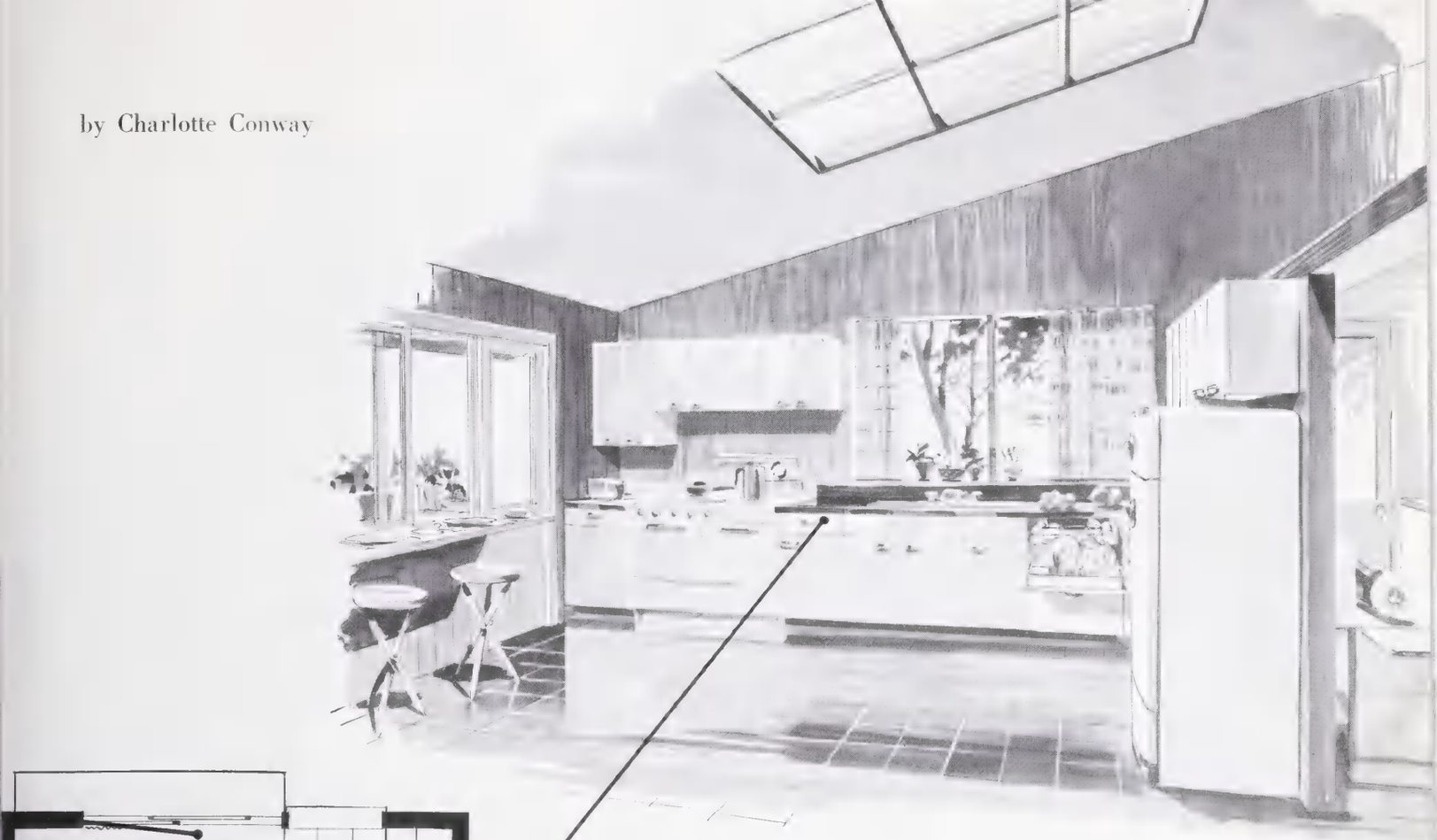
Because Americans like informal living and also like to make housework as easy as is consistent with gracious living, we have adopted wholeheartedly the idea of eating in the kitchen. Here a built-in snack bar saves space in a comparatively small kitchen. One end of it doubles as a planning desk. An extension of it, outside the window like a wide window sill, is a convenient shelf to simplify serving meals in the garden, designed as it is for outdoor dining.

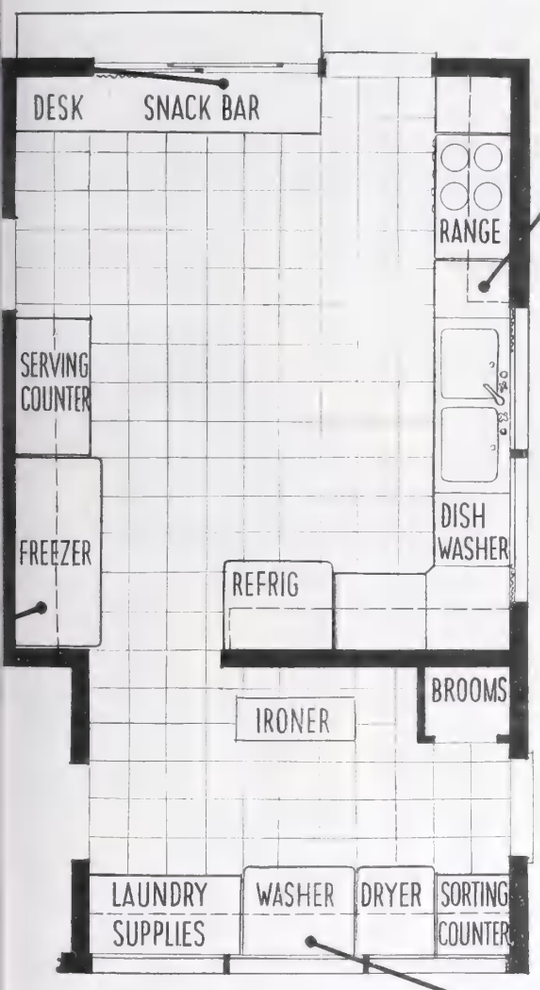


Freezer Center

With a freezer in the kitchen, you have a home "shopping center" always at hand. It saves you time, work, and money by letting you buy in quantity, take advantage of food bargains, cook ahead, and solve the problem of leftovers. Moreover, it lets you eat better quality and greater variety than you have ever known before. This freezer has 8.8 cubic feet of storage space, holds 308 pounds of food, and maintains a temperature of about zero throughout.

by Charlotte Conway

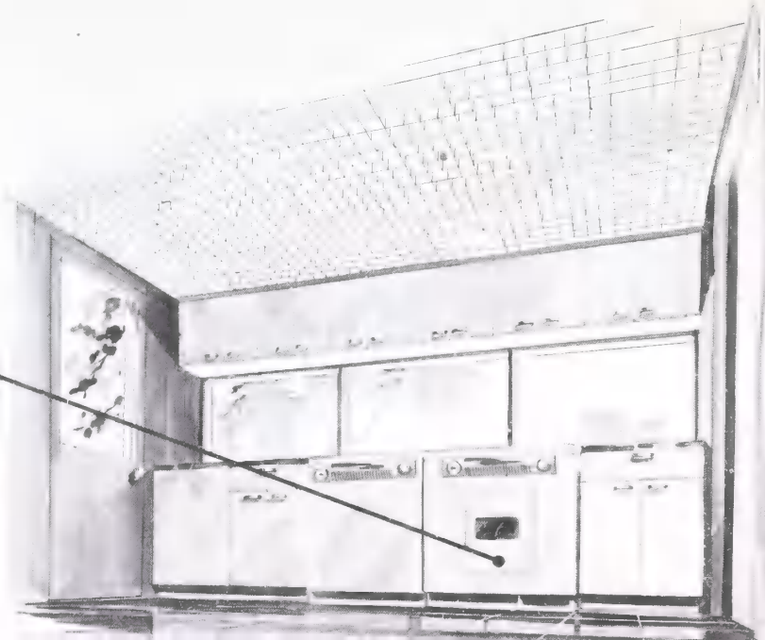




Food Preparation

No servant problem here! There are six to do the work for you automatically and without human failure. There is the big refrigerator, a double-oven, double broiler range, a front-opening dishwasher (right of sink), leaving unbroken work surface above, a food-waste disposer, a freezer, and storage cabinets. Black Vitalast counters are heat-, grease-, and acid-resistant, wipe clean with damp cloth, just as easily as the white enamel cabinets do.

All cabinets, range, refrigerator, freezer, washer, dryer, and ironer are from Frigidaire Division of General Motors Corporation. Food waste disposer, Waste King Pulverator made by Given Mfg. Company. KitchenAid dishwasher made by The Hobart Manufacturing Company. Asphalt tile floor, Kentile, Inc.



Laundry

No trekking up and down stairs, in and out of doors in all kinds of weather, to get the laundry done! No heavy loads to haul! Laundry is part of the kitchen, yet separated from it. You can keep one eye on the stew, toss a load of soiled clothes into the washer, transfer them to the dryer, and sit down at the ironer to ready them for the linen closet. This way you cut your time and energy expenditure to the bone, and have clothes that are really clean.

See how much living you can get in a garden 12 x 30

HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

Here's what one family did to transform a useless scrap of ground into comfortable living space—American Style

PHOTOGRAPHS BY MAYNARD PARKER



SUN This garden is as flexible as the weather. Sun-bathe on the open lawn—or in the protected corner on windy days.



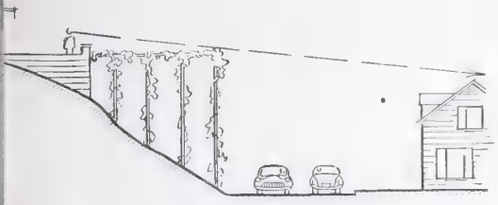
SHADE Three sun-stoppers for different times of day: a tree, vines on an "eyebrow" trellis, and staggered square screens.

PRIVACY

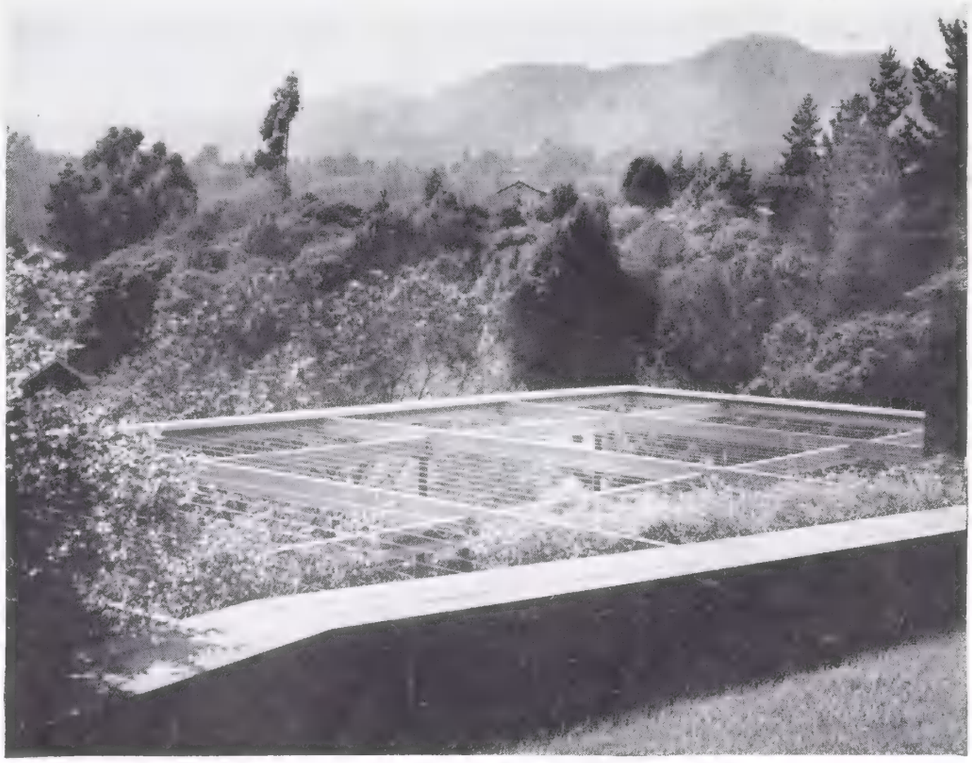
Regardless of the weather, you can relax, dine, and entertain in this garden—and in complete privacy. The fence (right), extension trellis (center), and screen (left) block the view from nearby houses. Climate control tricks: trees shield house from west sun, quick-drying pavement, important in rainy areas.

PHOTOGRAPHS BY MAYNARD PARKER

Garden designed by
Eckbo, Royston and Williams
Landscape architects



Instead of obscuring the view with a screen, the owners built this horizontal trellis. Planted with vines, it will look like more "lawn" and will effectively screen out the down-hill houses.



VIEW

You can own the view to the horizon, if you know how. Here, houses below the hill are screened out with a horizontal trellis like this. The sketch at the left shows how it works.

How to Garden when you rent

Cel-o-Glass windows in fence transform a simple wooden screen for a service yard.



Temporary garden of raised plant beds and inexpensive pavings makes sense for the renter—a quick return on low investment.



PHOTOGRAPHS BY MAYNARD PARKER

No matter where you live some evergreen groundcover plant will thrive.



River-worn stones and used bricks, merely laid on sand, provide year-round beauty.



Raised planting beds encourage fastest plant growth and provide ground pattern in winter.



Garden designed by Scott and Imlay, landscape architects

Why deny yourself the fun of outdoor living and entertaining just because your garden has an uncertain and possibly short future? You can have a good garden fast—and for a small investment. But you must forget much of the garden-building advice you have encountered. *Now* you grow lots of annual flowers from seed. Interesting textural "lawns" of sands and pebbles replace grass. Fences for privacy are portable affairs easy to take with you when you move. You buy few really fine flowering shrubs, and these you feature as show specimens grown in tubs. Winter beauty depends not upon plants but on the ground pattern you create with raised plant beds and the sand-pebble "lawn."

See how these principles were used by landscape architect Geraldine Scott who could get only a three-year lease on this property. The result—a temporary but truly American Style garden.

Better your home garden
Better your living



Sectional fence is easily moved when you do. Old paving blocks (defining flower bed) often are obtainable free for the hauling.

by Kenneth Young





This spectacular transformation of a dingy 25-foot brick front (above) into an inviting, well-groomed façade (right) was done by new doors and a coat of paint.

A private slum-clearance project

On these eight pages see the miracles wrought by a few structural changes

Essentially, this is what turned a typical, aging, three-story-and-basement relic into an elegantly comfortable town house:

- ***A few partitions were removed.***
- ***The basement became usable living space.***
- ***Simply devised built-ins mask defects.***
- ***Everywhere paint did a clean-up job.***
- ***Furnishings play up basic architecture.***

BEFORE PHOTOGRAPHS BY WILLIAM G. SELLIER





Half the remodeling battle is won when you make the most of the basic character of an old house. Instead of superimposing contemporary design on this narrow, high-ceilinged room, its owners frankly revived its Victorianism with marble fireplaces and rich fabrics. Plan on page 96.



New decoration shrewdly retains the original Victorian flavor of the house



Basement space is



Two meager bedrooms

ALL "AFTER" PHOTOGRAPHS BY WILLIAM HOWLAND

A private slum-clearance project

(continued)



Julius Gregory
Remodeling Architect

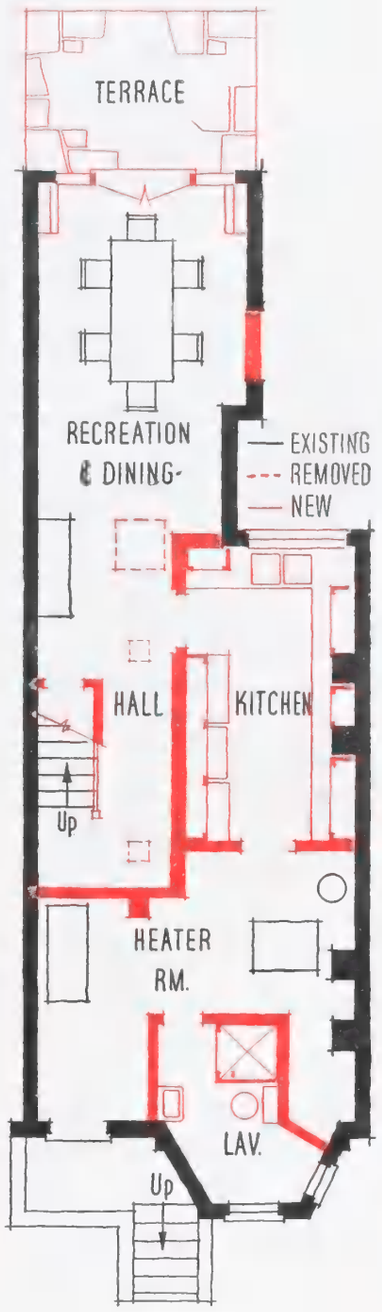
John Gerald
Decorator

Tennis F. Collier
Contractor

ıow put to livable use as dining room and kitchen

A garden-level dining-playroom (opposite) replaces a dusty, space-wasting cellar. Brick walls were simply cleaned, pointed up, and painted white. Floor is new—a harlequin-diamond arrangement of plastic asbestos tiles in colors matched by leather chair seats. Big job here was the breaking-through of the back wall, now sheathed in glass doors which open to the terrace. See exterior on page 138.

Smart remodelers re-evaluate the basement because a large cellar is rarely a necessity in these days of compact heating devices. The plan (right) shows how it is possible to get a generous-size dining room and kitchen into an area formerly usurped by furnace, pipes, and coal bins. There's still ample space for the utilities. Former kitchen on the floor above is now the study. See it on page 96.



PLAN OF BASEMENT FLOOR

make one large bed-sitting room



The removal of a partition between a front and back bedroom threw both rooms together. Thus the lady of the house has this luxuriously spacious bedroom, with the added amenities of sitting room and dressing room. (See plan on next page.) Television, in the alcove across the room, may be viewed from the bed. Custom-made night table holds lamp, phone, books, oddments, with a pull-out tray for bed meals.

MORE ABOUT THE MATERIALS AND FURNISHINGS ON PAGE 138



A private slum-clearance project (continued)

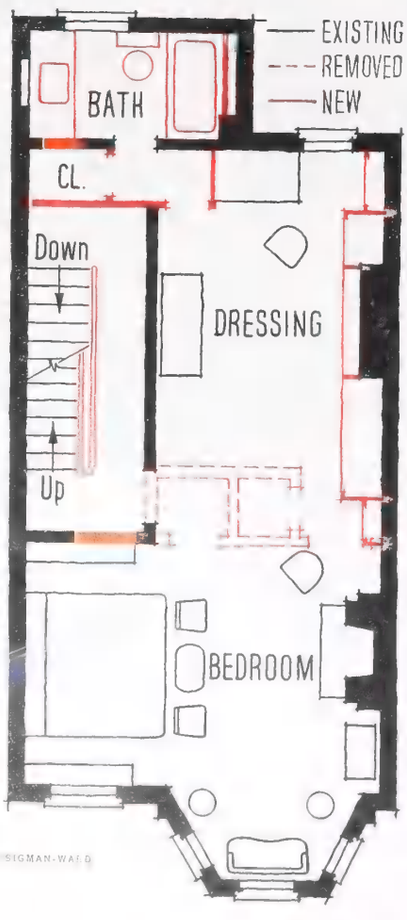
"Strips" of built-in closet



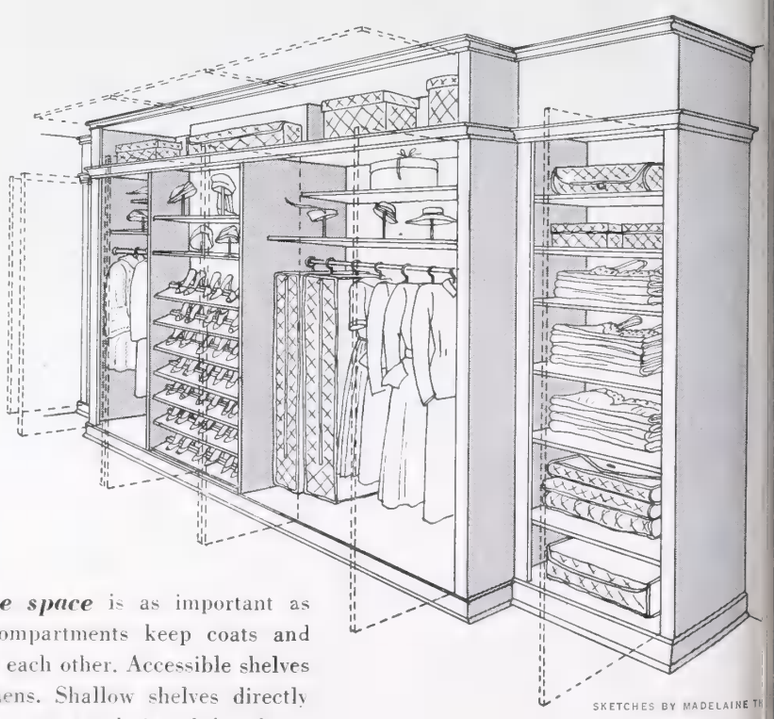


Former back bedroom (above) is dressing area of the big bedroom which resulted when two rooms merged. See plan. Storage space was gained by encasing a 2½-foot strip along the long wall.

PLAN OF SECOND FLOOR



ALL PLANS BY SIGMAN-WALD



SKETCHES BY MADELAINE TH

Quality of storage space is as important as quantity. Separate compartments keep coats and dresses from crushing each other. Accessible shelves hold lingerie and linens. Shallow shelves directly in front of chimney breast are designed for shoes.

solved two storage problems



Third-floor dressing room (attached to a bedroom which is not shown) again demonstrates the strip technique, this time utilizing no more than a two-foot slice of a narrow room. A built-in bureau, with tray-drawers sized to hold masculine small clothes, fills part of the wall and can be neatly concealed by an accordion-type door which needs no swing space. Mirror and lights are built-in. The rest of wall is a clothes closet.



Adequate closet space is a rarity in most remodeling, chiefly because remodelers think of closets in terms of square, space-consuming cubicles. A ceiling-to-floor storage strip uses little floor-space, even provides dead storage at top. Note elegance of the Victorian flowered porcelain knobs.

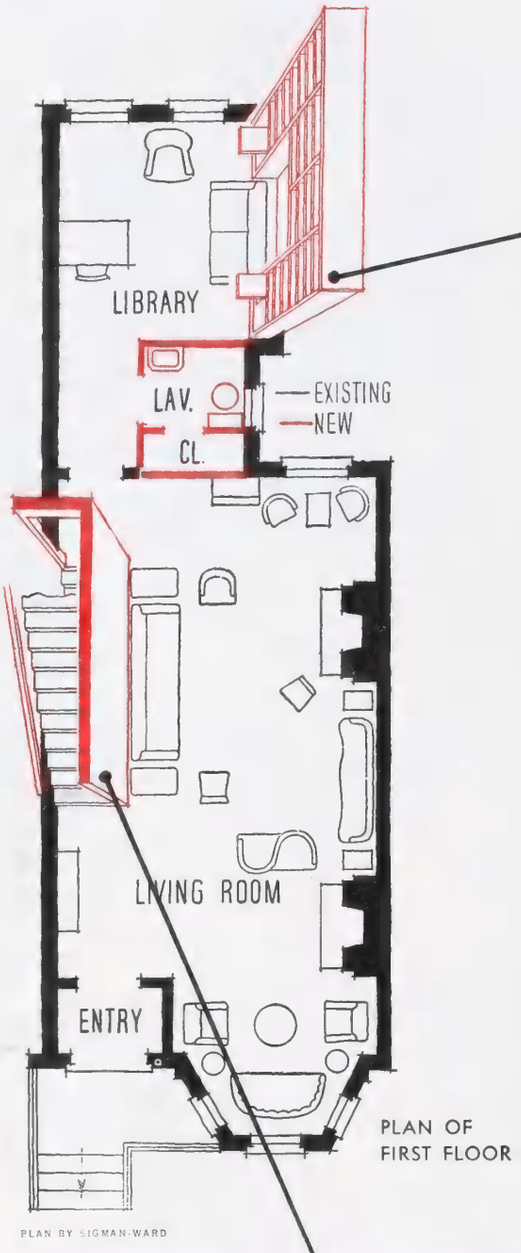




Sketch shows inspirational compactness well worth the study of remodeling-minded owners of narrow city brownstones, which are notoriously hard to "closet." Actually, planning is more essential than space. Note that furring has been brought down from ceiling to incorporate this built-in smoothly. Top shelf stores general toiletry and bathroom supplies. As in all other rooms of this slim house, walls painted a light color increase apparent spaciousness.

Better your home
Better your living

A private slum-clearance project (continued)



PLAN OF FIRST FLOOR

PLAN BY SIGMAN-WARD



You can "mask" awkwa



The former kitchen (above) is now both study and guest room (opposite). Pictures and plan demonstrate how remodelers masked an entire wall with a bookshelf unit instead of expensively bricking up an unwanted window. A niche allowed space for a convertible loveseat-bed. Two pull-out shelves hold lamps. A new lavatory and coat closet also serve as guest bathroom.

To widen the narrow living room (below) they eliminated the old hall, and set up a new and shielding wall right against the stair. Thus privacy was acquired plus extra floor space. Door at rear leads to library. Notice how a relatively few, moderately scaled pieces of furniture keep a slim room looking elegantly uncrowded. Pages 90 and 91 show the rest of room.



eatures without major construction



Your taste is better than its reputation

EDITOR'S NOTE: *This article is the third in a series of three giving the findings of a survey made among 46 manufacturers of home furnishings to ascertain what were their best-selling designs during 1950. Manufacturers of both volume and high-priced merchandise were polled. Likewise, makers of goods sold through decorator outlets and department stores were surveyed. In short, a good cross-slice of many millions of dollars worth of sales in five types of industries were surveyed, which means the findings are not warped by distortions due to selling price. The five types of manufacturers polled were makers of drapery and upholstery fabrics, wallpapers, paints, floor coverings (rugs, linoleums), and ceramic tiles. Because these types of merchandise represent the biggest areas of color and pattern in a home, any evidence about their prevalence is also evidence about the over-all character of millions of homes.*

One of the most maligned things about America is the taste of our people. Whenever the professional "viewers-with-alarm" run out of subjects to wring their hands about, they always fall back on public taste.

"It's awful," they say, "what dreadful designs the people spend their money for!"

Since it's only human nature (as well as very satisfying to the ego) to look down on other people, this indoor sport is indulged in rather widely. Even retailers, who actually have concrete figures and facts about what sells, and who should be able to arrive at their own conclusions, tend to underestimate public taste. They evaluate their sales figures as an accountant does, rather than in the light of design.

That's why HOUSE BEAUTIFUL'S recent survey among 46 manufacturers of certain types of home furnishings, to find out what were their best-sellers, slays the lurking dragon about the bad taste of the public. For "the winners" were uniformly well designed. The colors, patterns, and textures that enjoyed the greatest sales success in 1950 were definitely in good taste and beautiful. There wasn't a "lemon" among them by HOUSE BEAUTIFUL'S standards of what is good design. Seen together as a cumulative exhibit, these best-sellers are overwhelming evidence that the public's taste is a great deal better than is commonly recognized.

Best of all, when you study how these best-sellers correlate with each other, you discover another thing not commonly recognized: that people have a good sense of color scheming. They are combining colors skillfully and with common sense. The colors of the soft goods they are buying (fabrics, carpets, and wallpapers) are clearly reflected in the paints they are using. This high correlation in color means they are assembling the right things.

We, as a people, make no claim to be critical judges of architecture, painting, or sculpture, but we do have taste. We do have the alertness and sensibility of mind that permit us to both enjoy and perceive what is beautiful, harmonious, and true in the works of nature and art. Furthermore, the perception of these qualities is attended with an emotion of pleasure.

The notion that it is impossible for the bulk of the people to have good taste is a mental hold-over from another form of society—a stratified society where the upper classes assume the role of arbiters of taste, and they set the fashion, and "good taste" becomes merely

The favorite indoor sport of the intelligentsia is to look down on the public's taste. But some newly obtained facts, about what designs sell best, scotch this prevalent fallacy. House Beautiful's recent survey, to discover which designs of wallpapers, fabrics, paints and floor coverings sell best, shows that the biggest sellers are both well designed and well colored

by Jean Murray Bangs

a reflection of what they thought best. But there is not, and never has been, any evidence that this quality is the sole property of any class—any more than is mathematical ability or musical ability.

From this irrefutable evidence of what has sold the best, it is clear that people want beauty and harmony in their surroundings, just as they want peace and safety and order in their society. They are clearly taking their ideas of beauty from nature, for they are repeating colors of rocks, trees, and foliage in their homes. They show they know a master's touch when they see it.

It is commonly accepted that we Americans want utility. But it is not so widely accepted that we want beauty as well. Anyone who misses this, misses the meaning of America.

Those who do not agree with the contention that basically our people have good taste bolster their position by pointing out how many bad designs *do sell*. True, all kinds of things sell. But we need to understand in what proportions and why they have appeal and whether they are bought merely because nothing better is offered for sale in that town. High sales of badly designed merchandise might only show that the retailers in their trading area were pre-selecting bad designs, thereby removing freedom of choice from the people. For the customer can't choose better than the choices available.

Our judgment about all this must be based on accurate knowledge. This must be of two kinds—vertical and horizontal. In other words, we must be informed both statistically and historically. We must not only have the facts, but we must also be able to interpret them. A knowledge of what *has* happened, historically, is one of the greatest aids to interpreting what is happening *now*.

The kind of life you live—particularly the extent to which you are keyed up—affects your choice of food, music, and color. For instance, wines go with a leisurely life. Cocktails go with a keyed-up one. For cocktails tend to snap you out of the pressure. Your choice of music and colors is influenced in the same way.

If you are working in a fish cannery, it is understandable why you might like to go to lunch in a garishly colored place to the accompaniment of juke box music. These could be welcome, if they gave you a change of pace and mood from the drabness and pressure of the cannery.

So, isn't it understandable (following this line of thought to its ultimate application to taste) that factory workers who perform a monotonous mechanical motion day after day should like excessively carved furniture and highly patterned "waterfall" veneers? Isn't it equally clear why intellectuals, whose minds are occupied rationalizing the complexities of society, should prefer simplicity of design and clean lines and surfaces? Perhaps in the many kinds of lives we live lie the several explanations about taste.

Your problem, as a consumer, is to try to understand why and from what motives your taste preferences arise. Are you really making a free choice, or are you only a puppet in some bigger chain of circumstances? Are you buying *what* you buy simply because you haven't seen any better alternatives? Or have you deliberately chosen *only* after seeing everything?

House Beautiful is confident that when you have seen the full range of possibilities you will always choose the object in good taste.

What is a Good Party Menu?

It stresses quality rather than quantity. It's original and different without being bizarre. It avoids such well-worn clichés as chicken and peas



by Virginia Stanton

Giving a dinner party becomes more of a dilemma every year. The tradition of American hospitality calls for "the groaning board" as the symbol that you are truly glad your guests are present. But there's the conflicting tradition that a party should produce brilliant conversation and a fascinating exchange of ideas. Then there's that widely accepted dictum, from the doctors and insurance companies, about "keep your weight down." So the eager hostess is truly in a dilemma.

Now let's face it! Those fascinating people just won't be able to manage to be brilliant if they are purring like cats and stifling chains of yawns induced by too much and too rich foods. You may as well be realistic about it: people are not used to eating huge meals, and, if they do, their brilliancy quotients fall off alarmingly. So your problem is to give your guests a real gastronomic experience while keeping them mentally at the peak of their form.

I suggest you start by ignoring the party menus in most of the well-accepted cookbooks. They're wonderful, but they weren't made by the hostess who wants to keep her guests enchanted with each other till the Eleven O'clock News brings them back to reality and the lateness of the hour. Save those party menus in the cookbooks for the family reunion, when it is just as well if the "in-laws" are calmed into relative reticence. (*Continued on page* 135)



DRAWING BY RICHARD OTI

COLOR PHOTOGRAPH BY MAYNARD PARKER

A party menu is no better than the setting in which it is served. So match the magic of your cookery with inventive touches on the table. Here the plates, from Amberg-Hirth of San Francisco, and the centerpiece echo the color of the food itself. Linen tablecloth and napkins by John Matouk & Co., New York. Sterling flatware is International's "Spring Glory," courtesy of the House That Jack Built, Carmel, California. American handmade glassware is by Tiffin Glassmasters, courtesy of Holman's, Pacific Grove, California. The Spice Islands Company in San Francisco makes the pepper mills.





If your home is your hobby...

Take a trip to Scandinavia

by Marion Gough

You'll love the people, the places, the food—and you'll learn at first hand how uncommonly lovely the things you live with can be

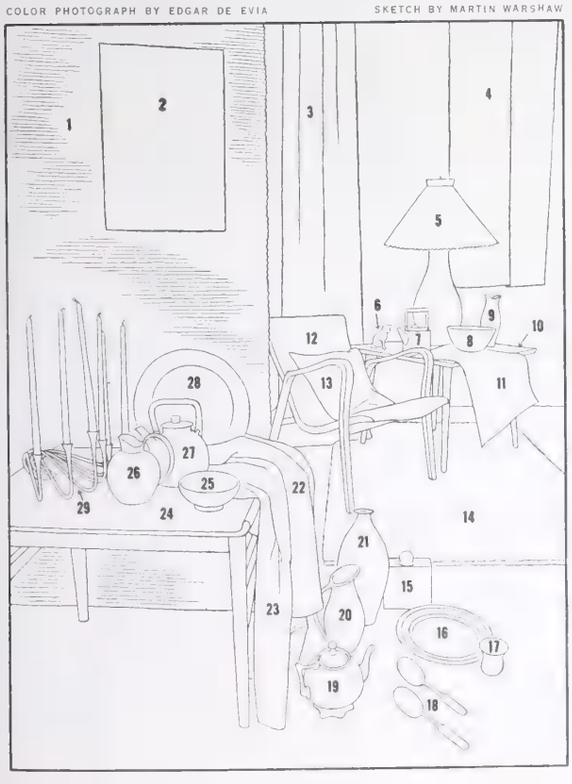
"Travel—that is the most important thing," said artist Dagmar Starcke one shimmering, sunny afternoon last April, as she showed me her home in Copenhagen.

The room was as fresh and alive as the tender green grass and the tulip garden outside. Yet I could casually touch an Etruscan bronze, a Persian bowl, or an antique Spanish brocade. Or I could sit down in a modern Danish chair. And in some wonderfully restful, unstrained way, all this beauty, old and new exotic and current, became one comfortable, familiar room to live in. It was clearly the home of a good traveler, who journeys not to arrive, but to enrich her living as she goes.

But it was also, more typically, the home of a Scandinavian. For in Denmark, Norway, and Sweden this is the common way of life—to live intimately and unself-consciously with good design, to *use* art as well as to look at it. Mixing spoons are as beautiful as living-room furniture. Fine paintings hang on factory walls. And the curtaining in a workman's kitchen may be as well designed as the costliest block linen.

Go, and you'll learn for yourself how good design can be an everyday delight. HOUSE BEAUTIFUL'S Frances Heard also vacationed in Scandinavia last fall. Between us we chose the home furnishings on these pages as a foretaste of what you, as a good traveler, will want to take home. And for a home-conscious travel guide to Denmark, Norway, Sweden, turn the page.

COLOR PHOTOGRAPH BY EDGAR DE EVIA SKETCH BY MARTIN WARSHAW



● **1** Norwegian "Biri-Weave" woven oat straw, Klara Schee. **2** Danish fabric-scrap "painting," by Dagmar Starcke. Swedish hand-printed linens: **3** "Trollslända," Gocken Jobs. **4** Siamese cats, Vicke Lindstrand from Elsa Gullberg. Danish: **5** ceramic lamp base by Herman Kähler, paper shade by Le Klint, **6** Bing and Grondahl porcelain cat, **7** Hans Hansen silver kettle. Norwegian: **8** "lemon peel" ceramic bowl and **9** fish-mouth ceramic vase, Arnold Wiig. Swedish: **10** birch table, **11** botanical print from Svenskt Tenn, **12** birch-framed armchair, Bodafors. Danish: **13** needlework cushion cover, "Haandarbejdets Fremme." Swedish: **14** wool rug, **15** Guststavsberg pottery bottle, Stig Lindberg from Nordiska Kompaniet. **16** Gense stainless steel plate. Norwegian: **17** Tostrup enamel cup, **18** David-Andersen sterling salad set. Danish: **19** Royal Copenhagen "Blue Flower" porcelain teapot, **20** Georg Jensen silver pitcher. Norwegian: **21** "lemon peel" vase, Wiig. Hand-screened fabrics, **22** Danish trees, by I. F. Foght, **23** Swedish: "Fruits," Stig Lindberg. Danish: **24** beechwood table, Fritz-Hansen, **25** Saxbo stoneware bowl, by Nathalie Krebs from Illums Bolighus, **26** Jensen silver jug, Sigvard Bernadotte, **27** scraffito teapot by Herman Kähler from Den Permanente. **28** Norwegian wood plate. **29** Danish Michelsen silver candelabra, Ibbi Trier-Morch.



Danish botanical wallpaper by Dahl

DENMARK

Denmark—and I speak chiefly of Copenhagen—is more Victor Borge than W. Shakespeare's brooding boy. Or you might think of it as a debutante who can cook—elegant and gay as the lights along the Vesterbrogade, but uncannily capable of milking a cow or scrubbing a floor, and doing it to perfection.

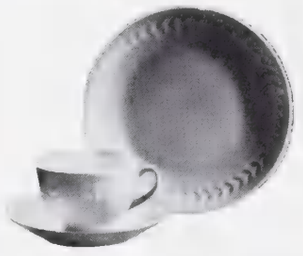
I saw it first as a bird's-eye view of rust-red roofs on mustard-yellow buildings, set like unlikely gems in spring-green fields striated with silver. (Don't expect icebergs here. Try Labrador.) We had left New York at 11:30 A.M., 17 hours earlier, on a Scandinavian Airlines System DC-6. This is the fastest way there is to go Scandinavian, for by noon we were all skol-ing each (*Continued on page* 106)



Swedish silver-inlaid Gustavsberg bowl, by Stig Lindberg



Platter of Danish art, Bjorn Wiinblad



Porsgrund porcelain, Norway



Danish plywood armchair with zippered upholstery. By Fritz-Hansen

NORWAY

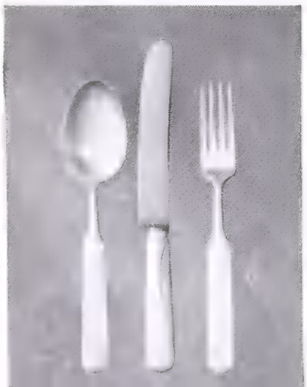
Owing, I suppose, to an overactive imagination and a few of the songs we used to sing in glee club, Norway was my idea of a pretty tempestuous place, peopled with a lot of tough modern Vikings on skis. My apologies to 3,000,000 Norwegians.

For if there is any one over-all impression you bring back from Norway, it is of the kindliness and sensitivity of its people. Everywhere in Scandinavia you, as an American, are welcomed with a warmth that at first almost embarrasses you. Strangers may stop to talk lovingly of America. Your flag, in the traditional Scandinavian gesture of hospitality, will decorate the table. They greet you with flowers, saying, "You are so welcome." (Once, in Denmark, my flag was given to me, crowned with a wreath (*Continued on page* 125)



Swedish cocktail tumblers by Orrefors, cordial glasses by Kosta

Norwegian silver, David-Andersen



SWEDEN

Sweden is occasionally portrayed as a blonde and beauteous maiden, crowned with spring flowers. I can't quite see it this way. Sweden is a young man, just as blonde and beauteous, but as strong as its famous steel. (All Nordics, by the way, are not necessarily blonde. I'll bet I saw a dozen brunettes.)

The 7,000,000 Swedes are surely a curious combination of strength and poetry, which reveals itself constantly as you try to justify their rather formal external manners with the lyricism of their design. They do not wear their hearts on their sleeves. They may live, as they do in Stockholm, in impersonal apartment buildings that turn a stony face to the world, but inside they are madly in love with spring, its tender leaves and the delicate bulb (*Continued on page* 114)



Danish beech chair with cantilevered seat, by Finn Juhl

Stop being a Garbage Collector!



Why Wait? Install IN-SINK-ERATOR In your present Sink Now!





1. So easy! So quick! Just turn on the cold water—



2. then turn the switch—



3. and down the drain go table scraps, coffee grounds, grease rinds, seeds and even bones—all food waste—without muss, fuss or cuss!

So easy to use... SO SANITARY AND CONVENIENT

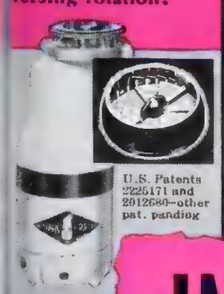
THE MOST APPRECIATED APPLIANCE IN YOUR KITCHEN!

The messy, unpleasant tasks of gathering, wrapping, carrying garbage... all disappear (along with the offensive garbage can) when IN-SINK-ERATOR enters your home. Gone the littered sink, the soggy parcel, your never-ending duties as "Garbage Collector"... and in their place a *new you*, quick with meal preparation and a *whiz* with the clean-up job. Yes, your life is easier with IN-SINK-ERATOR'S simple, safe operation and extra advantages. *Continuous Feeding* lets you work without interruption—food waste whisks away as fast as you feed it—there's never a limit to IN-SINK-ERATOR'S capacity. Famous *Reversing Action* automatically alternates rotation of shredding element each time IN-SINK-ERATOR is used... doubles its life... provides vigorous two-way self-cleansing. And *Task-Tested Performance* (since 1938) brings you the confidence of proved dependability and trouble-free operation. Best of all, you can have this modern convenience *now*, because IN-SINK-ERATOR will fit your *present* sink*... only $119.50 plus installation.

*Sinks with drain openings 3½" diameter or larger

Secret of Superiority

Only one moving part—patented reversing rotation.

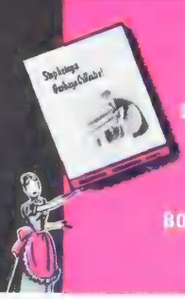


U.S. Patents 2226171 and 2012680—other pat. pending

IN-SINK-ERATOR

WORLD'S OLDEST AND LARGEST EXCLUSIVE MANUFACTURER OF FOOD WASTE DISPOSERS

Sold only by Master Plumbers—see yours today!



SEND COUPON FOR FREE BOOKLET!

IN-SINK-ERATOR MANUFACTURING COMPANY
1201 Fourteenth St., Racine, Wisconsin

Please send descriptive literature and name of nearest dealer.

Name_____

Address_____

City_____ State_____

Your family
deserves a Magnavox



One of the better things in life
you can give your family is a magnificent
Magnavox radio-phonograph.
Exclusive design permits addition of
superb Magnavox television later.

the magnificent
Magnavox
television - radio - phonograph
Better Sight . . . Better Sound . . . Better Buy



Day nursery for workers' children in Copenhagen's Carlsberg Brewery was designed by the country's best talent. Each cabinet drawer holds one towhead's belongings, is brightly marked with a personal symbol

If your home is your hobby

Take a trip to Scandinavia

CONTINUED FROM PAGE 104

DENMARK



Danish winter scene is a cloth painting by Dagmar Starcke. It's part of the mural that surrounds the room above

Danish sidle so cozily up to modern with a capital M.

The Scandinavians don't appear to let themselves get embroiled in the Modern versus Traditional controversy, at all. They are great admirers of their own roots, but they seem to accept the new, which by our standards is sometimes *very* new, with the same enthusiasm as they do the old. What they won't accept is shoddiness.

To understand this better, go to see the Radiohus, or broadcasting station, which is one of the best-loved buildings in Copenhagen, a contemporary glass-walled beauty.

Copenhagen is a great, cosmopolitan city. But with it all, it has

(*Continued on page* 108)

other with Danish aquavit and beer, eating incredibly good open sandwiches called *smorrebrod* (butter bread), and feeling like Vikings.

Copenhagen is a setting for a fairy tale, like a perfect little scrubbed and shining city you might see in an Easter egg. It seems to shine, but it is predominantly gray, brightened here and there with terra cotta and mustard and the flashing red coat of a postman as he wheels by on his bicycle. And Dutch, French, and German, and the simple old buildings that are nineteenth-century



France and Daverkosen rocker is a surprising knock-down affair in beechwood



DAISIES WON'T TELL!

but every woman knows fluffy white HATHAWAY DOTS (above) bring twinkling charm to every room. Delicate, always in good taste. And at what a nice down-to-earth price!

For sheer elegance—HATHAWAY NYLON Marquisette (below). Fabulous in sunshine or moonglow, drapes exquisitely, gives l-o-n-g wear with easiest care. Yes, America's favorite curtains are made of

DOTS · ORGANDY · NYLON · CRYSTALUME

HATHAWAY *Curtain Fabrics*





FREE!

Send for FREE New Decorators' Booklet containing professional ideas on: Fabric Favorites, Window Problems, Caring for Curtains, Choosing the Correct Curtain.

Hathaway Mfg. Co., Dept. 2H
New Bedford, Mass.
Send Free Booklet to:

Name_____

Address_____ State_____

City_____



Easy as getting a glass of water!



JUST WASH AWAY GARBAGE WITH THE WONDERFUL, ALL-NEW G-E DISPOSALL!®

HOW SIMPLE! How sanitary! How marvelous! Just turn on the cold water—and never be bothered by messy, germy garbage again!

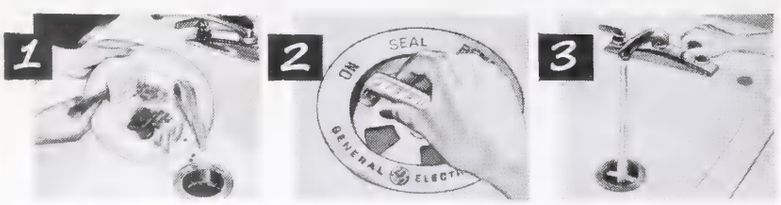
Never see it! Never touch it! Just scrape all food waste into the drain. The G-E Disposall shreds it into tiny particles, washes it harmlessly away to sewer or septic tank!

And the all-new, all-white Disposall is as dependable an appliance as has ever been made. It's designed to fit practically every sink.

It combines wonderful new features—inside and out—with refinements on those features that have already made the G-E Disposall a favorite appliance in 250,000 American homes.

Make yours the next garbage-free home! See this great new appliance at your dealer's today! General Electric Company, Bridgeport 2, Connecticut.

SEE HOW EASILY THE G-E DISPOSALL WORKS!



1. You just scrape food waste into drain opening.

2. Turn the marvelous Twistop safety control. The Twistop locks into place during operation. This great G-E feature is stopper, strainer and safety control all in one.

3. Simply turn on cold water. Instantly the General Electric Disposall goes into action—grinding food waste into tiny bits.

An amazing G-E flow switch insures the proper amount of "flushing water" to wash away all food waste.

You can put your confidence in—

GENERAL ELECTRIC

DENMARK

CONTINUED FROM PAGE 106

a small-town, sometimes comical, charm. I passed a barber shop one afternoon and there was the barber, out on the sidewalk, happily skipping a rope with two small girls.

And I don't imagine there's any performance in the world as thoroughly gay and Graustarkian as the changing of the guard each noon at Amalienborg Palace, where the king lives. Everyone turns out who can. The band plays briskly and the soldiers march in their red coats and two-foot tall black fur hats. When the ceremony is over, they're off again at a quick-step to go merrily around the town awhile before going back to their quarters. They are tailed, of course, by the most elated, rosy-cheeked towheads you ever saw.



Free-form glass typifies the Danish fresh approach. Holmegaards Glasvaerck

Go, too, to the Rosenborg Palace where you will see some of the richest relics of Danish history, plus the crown jewels and the regalia. The present and much-loved king is Frederick IX. His queen is the handsome Ingrid, whom I saw one day, to my republican amazement, casually buying a jar of silver

(*Continued on page* 110)

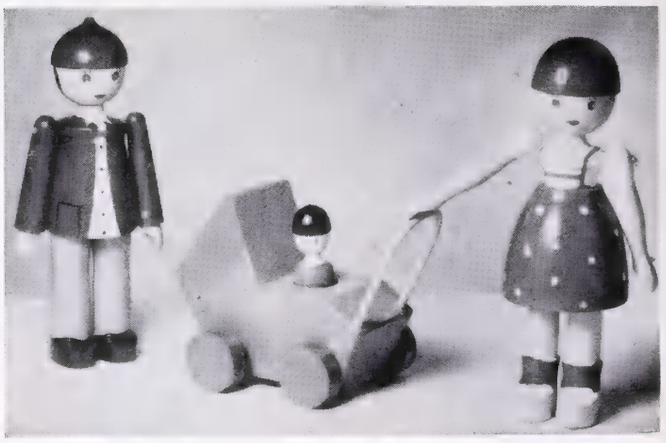


Memorable Danish scenes in Nymolle faience cost little, but are rich in whimsey

Please, if you have children, make an appointment through the Tourist Association to visit the day nursery which the Carlsberg Breweries maintain for the children of their workers. Or ask to visit one of the state-operated ones. They're packed with the soundest and best-looking nursery notions devisable to keep children happy, safe, and free.



Spring leaves and fine embroidery—Danish loves. Handarbejdets Fremme



Kai Böjesen, a silversmith, is also father to a family of beguiling wooden toys, carved as you see with a minimum of fussiness

ANDERSEN

Windowalls*

BRING WINDOW BEAUTY TO EACH ROOM OF YOUR NEW HOME

Here's sunshine . . . here are cooling breezes . . . here's the beauty of outdoors . . . and they're easily yours with Andersen WINDOWALLS.

These are windows that welcome nature's beauties to each room. Yet they are also transparent walls that stand between you and rain, dust and cold. These are WINDOWALLS —fine wood window units that make life more comfortable both as windows and as walls.

Want more information about hundreds of ways to combine stock-size Andersen Window Units into WINDOWALLS? Then send the coupon today.

*TRADEMARK OF ANDERSEN CORPORATION



Picture window effect, but each of these huge windows glides easily open! WINDOWALLS of Andersen Gliding Window Units.



Windows made of beautiful wood form the perfect meeting point for indoor and outdoor beauty. Wood adds insulating value, too. Andersen Gliding Units, with gable transom of fixed glass.

ANDERSEN

Windowalls

MAIL THIS COUPON TODAY FOR *FREE* WINDOW IDEA

Andersen Corporation HB2
Bayport, Minnesota

Please send booklets on Andersen WINDOWALLS

Name.....

Address.....



HOW TO ADD *Livability* AND

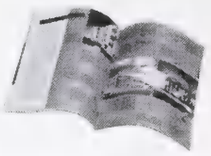
Distinctive Charm

TO YOUR NEW HOME

NO SINGLE feature can contribute more to your new home — in livability and charm — than Modine Convector Radiation. Here is concealed hot water or steam heating at its best, giving you the perfect blend of radiant and convected warmth for superb heating comfort.

Recessed in walls . . . or installed against them, Modine Convectors save space — offer new freedom in furniture and drapery arrangement. Their beautifully styled enclosures blend unobtrusively with the decorative treatment of any room.

Gentle warmed air circulation without motors . . . individual room temperature control . . . and even heat in all rooms are only a few of the many features available. The cost . . . less than ordinary radiators!



Get this free illustrated booklet (No. 249-A) describing modern convection heating and its advantages. Call your Modine representative —listed in the classified section of your phone book. Or write to Modine Mfg. Co., 1516 Dekoven Ave., Racine, Wisconsin.

R-1016-R

Modine CONVECTORS

CONTINUED FROM PAGE 108

polish in Michelsen's silver shop.

Don't—or your Danish friends won't speak to you—leave Copenhagen without going to see the Little Mermaid in Langelinie.

And speaking of your Danish friends is not idle chatter. The Scandinavians are aware that the more the peoples of the world get to know each other as individuals, the better our chances are to live together peacefully. Therefore, they invite you to visit in their homes. And if you have a special interest, they'll help you study it. In Denmark, make arrangements at the National Tourist Association, 5 Banegaardspladsen.



Georg Jensen sterling, simply striped, is a new design of Sigvard Bernadotte

I think the luckiest time to see Denmark is late April, when whole groves of beech trees are just putting out their young leaves above a green carpet starred with anemones. But Frances Heard, who went in September, claims it couldn't be more enchanting than when the leaves are gold. But whenever you go, plan to drive from Copenhagen to Elsinore to see the famous, if not authentic, Hamlet castle of Kronborg. Go by the inland road and you will pass through

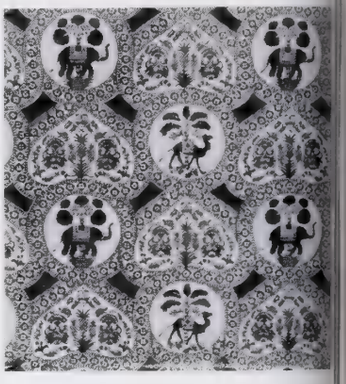


From I. F. Foght, two printed linens, "Papaver" and a bright stylized rooster



In a reed and beech chair, Hans Wegn uses the Danish skill of "molding" wo

a trim and tidy farm country terspersed with beech groves. Lyngby see an outdoor museum transplanted old Danish hous Then visit Frederiksborg, a moat



Marie Gudme Leth designed "Calico a wallpaper everywhere in Denma

fairy-tale castle with a Dutch Re aissance flavor.

When you have seen the s teenth-century fortress of Kr borg and the medieval narr streets of Elsinore, then drive ba to Copenhagen along the Dani Riviera, so close to Sweden y can see its lights.

The sunny Sunday I took t trip. I saw for the first time wh spring means to a Scandinavi after a long, dark winter. Y could feel their joy as they rush out to meet it, whole families cycling along en route to a pic grove, in love with every leaf a fern on the way, and when th stopped, loading their handleba with slender shoots to take home

Danes are outrageously fun

(*Continued on page* 113)

plan with *Masland Duran** all-plastic upholstery covering



LIVING ROOM

SUN PORCH

SEND FOR FREE DURAN FOLDER WITH SAMPLE

This young couple had a bright idea! You'd never guess that the material on the attractive panelled wall is the same as on the chairs. They're both covered in Masland Duran all-plastic upholstery... so easy to keep clean... so practical on all styles of furniture.



You'll find Duran on furniture for every room, in leading stores. Remember, all plastics are not the same. **ONLY MASLAND MAKES DURAN.** This tag is your protection.

THE MASLAND DURALEATHER CO.
Dept. M, Philadelphia 24, Pa.

*Trade Mark Reg. U. S. Pat. Off.



Beautiful Celanese* Fabrics

...your Smartest Buy in

Ready-Made Draw Draperies!

Now . . . you can give your rooms the warmth and drama you've dreamed about with ready-made draw draperies in beautiful Celanese fabrics of acetate rayon. Fabrics that answer every preference, whether it be for lustrous faille, crisp taffeta, shantung-textures or warm homespuns . . . fabrics that go with every decor, modern or traditional. Available in varying lengths, multiple widths to fit every size of window. In a lovely array of clear and fresh colors. At leading department stores.

Celanese Corporation of America, 180 Madison Avenue, New York 16.

Celanese*

FABRICS OF ACETATE RAYON

*Reg. U. S. Pat. Off.

DENMARK

CONTINUED FROM PAGE 110

t about food, they are extremely rious. While away two hours and half over a Danish lunch like is:

Herring (*before* you drink).

Aalborg aquavit (ladies are not pposed to, but this one did).

Tuborg or Carlsberg beer (surb).

Smorrebrod (This could be an sortment of any of about 200 ssible varieties of small open ndwich, each so exquisitely arnged and garnished that it could rve as a model for a still life).

Cheese (an assortment, but escially Danish bleu).

Pastries (an assortment again, hly frosted or cream-filled).

Danish bread I thought excelit, especially the dark, thinly ced rye bread (*rugbrod*). What call Danish pastry the Danes ll Vienna bread.

The most intriguing food is tiny nk shrimp, not one larger than e moon of your thumbnail. You erally eat hundreds, usually encingly arranged on bread. On *norrebrod* I also favored mushoms, which grow in hundreds of rieties in Denmark, and liver té generously filled with truffles. boggled at raw chopped meat, pped with a raw egg yolk and sted with chopped onion. Also urned black bread spread with rd and a slice of salami.

Aside from *aquavit* as an aperitif, anes drink little liquor. Cherry eering, a cherry cordial, is served erywhere as an incidental drink.

penhagen restaurants

It's hardly possible that you'll t a poor meal anywhere, but re is a list of good restaurants:

Wivex, 3 Vesterbrogade. Typal, gay, big, music and dancing.

Ambassadeur, 57 Radhuspladn. Cabaret and dancing.

Coq d'Or, Vestreboulevard. ench and Danish.

Oskar Davidsen, 56 Aaboulevard. *norrebrod* and pastry specialist.

Krogs Fiskerestaurant, 38 Gl. rand. On the quays, great fish.

Lorry, 7-9 Allegade. Last-century mosphere, with about three differit kinds of restaurant under one of, including a music hall.

Den kongelige Skydebane, 59 esterbrogade. Exclusively quiet.

hat to buy

Most worth-while purchases are sily cratable furniture, like chairs d small tables, silver, ceramics, fabrics, needlework, wallpapers.

First, better take a look at the displays in the Museum of Applied Art at 68 Bredgade to acquaint yourself with the work of museum-caliber designers and craftsmen.

Then visit The Permanent (Den Permanente) on the Vesterport. This is a remarkably well-selected, permanent exhibit of all kinds of Danish home-furnishing design, chosen for excellence by a fine-tooth committee of experts. Any artist or craftsman whose work is shown must keep up to standard or out he goes. You can buy here.

All Scandinavians are meticulous wood craftsmen, but the Danes are particularly skilled in giving wood a fluid, molded quality which gives movement and character to their Modern. Finn Juhl and Hans Wegner are two designers who use this technique brilliantly. The Fritz Hansen knockdown chair, which you can assemble yourself, similarly shows a masterly skill in handling plywood. Herman Miller is importing this for America.

In silver the great firm names are Jensen and Michelsen. Sigvard Bernadotte designs for Jensen. Erik Herlow and Ibbi Trier-Morch design for Michelsen. Hans Hansen, Kay Bojesen and Harold Nielsen are top-notch, too.

Outstanding ceramists are Nathalie Krebs who does Saxbo stoneware, Herman Kähler, and Bjorn Wiinblad, who designs with a terrific sense of fun. (Note: In Scandinavia the souvenir-makers have set up their own controls on design so that there are no atrocities like cigar-lighting replicas of anything.)

Marie Gudme Leth, Arne Jacobsen, Karen Schrader, and Helga Foght do charming textile designs.

You buy by the meter, about 39 inches, and you will find most fabrics in meter widths.

Certain Danish articles shown on pages 102 through 104 photographed courtesy of these American firms: Bonniers—Herman Kähler lamp, Bjorn Wiiblad platter; C. Stanley Concoran—Bing Grondahl cat; Georg Jensen—Royal Copenhagen teapot, two Jensen pitchers, Finn Juhl chair; H. Nils—Hansen tea kettle, Michelsen candelabra.

Where to buy

Furniture: The Permanent, Vesterport; Illums Bolighus, Amagertov; C. B. Hansen, 32 Bredgade.



A single chord tells you . . . here is tone that rivals many a grand! Secret of this incredible performance is Everett's *dyna-tension* scale, a super tension principle until now available only in costlier Everetts. These new spinets are the last word in styling, too. Five strikingly beautiful models now on display in America's leading music houses. Write for free "100 Series" catalog. Everett Piano Company, South Haven 22, Michigan.

a spinet ONLY IN SIZE, PRICE AND STYLING

How a "dead" corner came to life!



"See how swinging doors killed that corner in our bedroom. And see how Modernfold Accordion-type Doors saved it—made the entire corner available for my beautiful vanity."

and so it goes! In home after home these folding doors solve some provoking problem. Sometimes they make it possible to use furniture around an opening. Sometimes they end the confusion of door interference. Sometimes they act as a "movable wall" to create two rooms out of one.

Yes, Modernfold Doors are limitless in application—but in every use they are beautiful—in charming colors to match every decorative scheme! The coverings are plastic-covered fabrics, exceedingly pliable, more durable than leather. No fading, no peeling, no chipping! So easily washed with soap and water. And a sturdy metal frame is concealed beneath this handsome covering. No wonder Modernfold Doors are so sturdy and durable—and best of all, the cost is low enough to fit your pocketbook. Look in your telephone book under "Doors" for the name of our installing distributor or mail coupon for full details.

the door that folds like an accordion

modernfold®

by NEW CASTLE

NEW CASTLE PRODUCTS
New Castle, Indiana
In Canada: Modernfold Door Company of Canada, Limited, Montreal

New Castle Products
P. O. Box 726
New Castle, Indiana
Gentlemen: Please send me your new folder "What a Beautiful Way to Save Space."

Name.....

Address.....

City.....*State*.....

Copyrighted New Castle Products 1951

DENMARK

CONTINUED FROM PRECEDING PAGE

Silver: Georg Jensen, 40 Ostergade; A. Michelsen, 11 Bredgade; Hans Hansen, 16 Amagertov; The Permanent, Vesterport, Kay Bojesen.

Ceramics: Bing & Grondahl, 4 Amagertov (Be sure to see this handsome shop); Royal Danish Porcelain, 6 Amagertov; Illums Bolighus, 10 Amagertov (especially for Saxbo); Kähler's Pottery, Vesterport; The Permanent, Vesterport.

Fabrics: Illums Bolighus, 10 Amagertov.

Wallpaper: Dahl's Tapefabrik, 32 Blaagaardsgade; Danske Tapetfabrikker, 170 Lyngbyvej.

Glass: Holmegaards Glasvaerk, 12 Nyhavn.

Needlework: Clara Waever, 42 Ostergade; Dansk Kunstflidsforening, 5 Nikolaj Plads; Haandarbedjdets Fremme, 30 Kongens Nytorv.

Vital statistics

You must have a passport, and a vaccination certificate to get back into U.S.A. No visa is needed.

The monetary unit in Denmark is the Krone, worth about 15 cents (6.92 Kroner to the dollar, as of December 1950). It's worth your while to have Fielding's Currency Guide for quick reference—$3.

You may bring only 99 Kroner into Denmark. You may bring in as many dollars as you choose, but you can't go out with more.

Time in Scandinavia is designated around the clock, hence 1 P.M. is 13:00, and so on.

You tip taxis, waiters, barbers, from 10% to 15%, but hotels add a service charge from 20% to 25%.

Coffee, rice, dried fruits, and nylons, which Danes love, are scarce.

What to wear

You don't need formal, fuss clothes. Take suit and topcoat i you go in spring, a suit and heavie coat in early fall. Days are pleasan (50° to 60°), but evenings may b chilly in these seasons. A light fu jacket isn't a bad idea. In sum mer, summer clothes and a ligh coat. Take walking shoes and a much made of nylon as you need detergent or soap—water is hard

Hotels in Copenhagen

Copenhagen hotels have a har time keeping up with the demand so make your reservations well i advance. Prices, from $2.50 to $ single, from $5 to $12 double European.

Angleterre: In the heart o goings-on, considered most posh.

Codan: New, right on the pic turesque harbor with the ships nos ing in at you.

Palace: On the Radhuspladsen comfortable old-world, near things

Richmond: The very newest.

How to get there

By air: Scandinavian Airlines System or Pan American World Airways from New York.

By sea: Boats of the Swedish American Line, Norwegian Amer ica Line, Gdynia America Line, and East Asiatic Company, all from New York.

To read

All the Best in Scandinavia, by Sydney Clark. *Your Trip Abroad*, by Richard Joseph. Fielding's *1950 Travel Guide to Europe*. *Danish Delight*, by Monica Redlich.

SWEDEN

CONTINUED FROM PAGE 104

flowers that push up through the snow. Proof lies in the things they buy to live with—pale springtime colors, spring flower patterns, and light, airily designed birch wood.

I flew from Denmark to Sweden via SAS. This is hardly any flight time at all. You can make the trip in a more novel way by getting on a train in Copenhagen and then, still sitting in the train, getting ferried across the Sound to Malmö. Then you speed through the southern Swedish farm province of Skane (sko-na, as the Swedes say) to Stockholm. If you arrive in Sweden by a Swedish American Line ship, landing in the western city of Gothenburg, you can sail picturesquely over to Stockholm via the Göta Canal, observing the rural regions en route.

Here is a city if there ever was one which looks as if it were built for royal coaches to drive through.

(*Continued on page* 116)



Bertram A. Weber, Architect, Chicago

How many thermostats would you say this home ought to have?

One? You wouldn't like it! The house is too spread out. If you put the thermostat in the living area, the sleeping and service areas would be either too hot or too cold when the living room was just right. Very few homes of this type can be heated comfortably with just one thermostat.

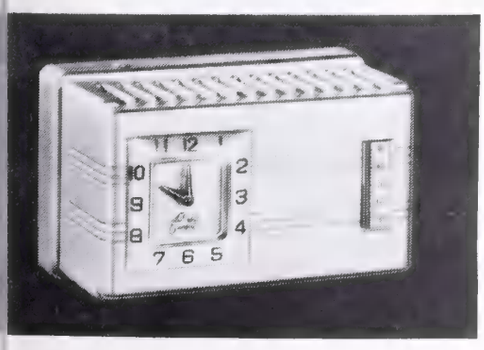
Two? You're getting "warmer." Then you could control the temperature in *two* parts of the house—independently of each other. In many homes, two thermostats are enough to give you all-over heating comfort. But in a home like the one above, you need . . .

Three! Three thermostats—one in the living-dining area, one in the sleeping area, one in the service rooms—will give you the same comfortably even temperature—all the time—no matter what the weather!

Ask your architect and heating engineer about Honeywell Zone Control. You owe it to yourself to safeguard your investment in your new home with enough thermostats* to make sure it's *comfortable to live in!*

MINNEAPOLIS **Honeywell**

First in Controls



***Honeywell Electronic Clock Thermostats,** *of course* . . . the most sensitive, most accurate thermostats ever built! They *automatically* lower temperatures at night to save you fuel; *automatically* raise them next morning so that you get up in a nice warm house.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2737 Fourth Avenue South
Minneapolis 8, Minn.

Please send me your free booklet "10 Ways to Heat Your New Home."

Name_____

Address_____

City_____ Zone ____

State_____

ELJER



Lustrous beauty

TO LAST A LIFETIME



Eljer's Legation Bath has an integral end-seat and a wide, front rim-seat, only 16 inches high . . . easy to step in or out and ideal for bathing children. Bottom is flat for safety's sake. All parts are within easy reach for cleaning.

For a beautiful bathroom, combining color and styling with easy, immaculate housekeeping, install Eljer's Fine Plumbing Fixtures. Whether you choose a lovely pastel shade or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Bathtubs have an extra-thick coating fused to a *rugged, rigid, cast-iron base.* Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids because they are *real* china. Eljer Faucets, too, are quality-built for long, trouble-free service. For free booklet, write Eljer Co., Box 192, Ford City, Pa.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

SWEDEN

CONTINUED FROM PAGE 114



The springtime flowers, beloved by the Swedes, suggested this fresh design in the typical brown and white ware of Uppsala-Ekeby Potteries

Its stateliness owes much to the substantial gray stone of its building and to the clean serenity with which it seems to rise out of the waters which surround it. It is at the very point where Lake Mälaren flows into the Baltic Sea, and much of the city is actually on islands.

Probably its best known building to the picture post card public is the City Hall, which at times has its surprising red brick, gold-towered beauty reflected in the lake waters.

I acquired a particular affection for the Royal Palace, which sits squarely and openly around a cobbled court through which anybody seems to be able to pass without let or hindrance. I take this to be a nice working example of the utter democracy of Sweden, which is, as you have certainly heard by now, a social-democrat monarchy.

Wander a little farther on, and you are completely out of modern



Designer Stig Lindberg forms a geometric fabric pattern of green leaves



Orrefors candlestick, vase, and bowl are the kind of souvenir to travel for

Stockholm, in a reasonable facsimile of seventeenth-century Paris—the Old Town, earliest part of Stockholm. Houses here are cramped but characterful and the young intellectuals like to live in them, when they might be enjoying hygienic cross-ventilation in some of the city's cooperatives. In the Old Town I dropped by a Konsum, the cooperative grocery, and picked up a tidy little packet

AN OCEANA AIR...

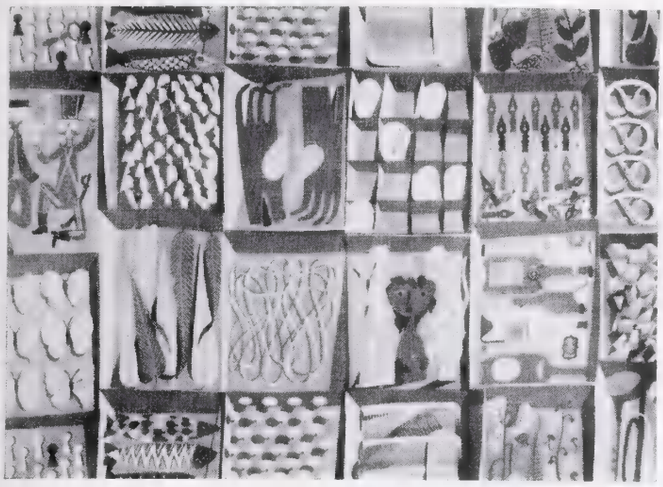
SEAFOOD SERVICE *by* **Cemar**

The charm of uniqueness! Lustrous covered casseroles and individual servers in seafood shapes...fish, lobster, crab...all rich moss green & chartreuse.



Cemar at better stores ...everywhere

For the fine store near you showing Cemar, write:
CEMAR, 3024 ROSSLYN STREET • • • LOS ANGELES 65, CALIFORNI



Mixed pen nibs, egg boxes, and--well, you count them—make a fabric pattern that looks sensible when hung. Only Stig Lindberg could do it

f anchovy paste, caviar paste and naturally) herring paste, all in ittle tubes and at little prices. illy but serviceable souvenirs.

What beautiful Stockholm sadly acks, for my money, is a look of omesticity. It is an extremely rowded city of 732,000 people and o space has had to be economically urned into apartment buildings, nd these you see at every turn. ut rarely do you see a nice old ouse that gets leaks in the roof nd has plumbing trouble, but ill looks like home. Nonetheless, ome of the oldest apartment build-ngs, vintage 1900's, would still ook advanced to most Americans.

Be sure to take a tram out to kansen, an open-air museum of wedish houses of many eras and gions. There's a well patronized leasure park here and restaurants, hich give you a chance to observe ie Swedes in their leisure.

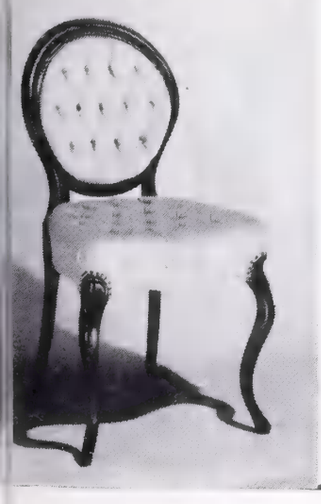
To find out what the Swedes are eally like, tell the Swedish Tourist raffic Association, 3A Klara Vas-a Kyrkogata, that you'd like to eet some Swedes personally. They ake arrangements for that to happen, for Sweden takes the enlightened view of all Scandinavians —that the world would be a better place if we could all learn to know each other. They'll also try to make the way easier for you to pursue any special interests of yours. Naturally, this is more feasible in seasons like spring and fall when the tourists are not crowding in.

Here, as all over Scandinavia, you are expected to be promptly on the dot if you are invited to dinner. You take your hostess flowers. You thank everybody for

(*Continued on next page*)



Pillow top is a potpourri of stitches and funny faces, by Kajsa Melanchton



The Katherin Price Side Chair

A solid mahogany American Victorian chair with graceful, flowing curves. It is delightfully soft and comfortable with a foam rubber seat and back in beautiful covers. Available in a true old mahogany or blonde mahogany finish.

A decorator chair

by

Jamestown Lounge Co.
Jamestown, N.Y.

Ask your dealer to show you this chair

NEARLY right isn't good enough!



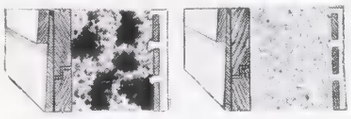
...especially in home insulation

WRONG RIGHT



The J-M Contractor fills all the hollow exterior walls and the heat-leaking spaces above and below the windows. In the attic, he covers floor areas *evenly*, leaving no "thin" spots between joists to rob you of fuel.

WRONG RIGHT



He blows Rock Wool to the right *density* in sidewalls, to prevent voids or "empty pockets" that leak heat and reduce efficiency.

Send for FREE book!

"Comfort that Pays for Itself," a 24-page book that tells the fascinating story of this fireproof insulating material. Mail coupon now!!



Johns-Manville "Blown" Rock Wool Insulation is *scientifically* installed. Saves up to 30% on fuel, makes homes up to 15° cooler in hottest summer!

SAVE UP TO 30¢ ON EVERY DOLLAR you spend for fuel this winter!

● Why keep on burning up all that money? You can *save* it and have a warmer house besides. Yes, and up to 15° cooler in hottest summer! Have Johns-Manville Rock Wool pneumatically "blown" into the hollow exterior walls and attic spaces of your existing home.

You insulate your house only ONCE. So the job must be done right the *first* time. Be assured of expert workmanship. Call the approved J-M "Blown" Home Insulation Contractor. He is trained to do the job scientifically to give you *utmost benefits*. Ask him about easy monthly payments—FHA-approved terms. He's listed in your classified telephone directory.

JOHNS-MANVILLE, Dept. HB-2
Box 290, New York 16, N.Y.

Please send me FREE copy of your 24-page book, "Comfort that Pays for Itself."

Name_____

Address_____

City_____ State_____

JOHNS MANVILLE JM PRODUCTS

Johns-Manville
"BLOWN" HOME INSULATION



OPENS CABINET DOORS AUTOMATICALLY... WITH TOUCH OF FINGER, WRIST OR ELBOW

National Tutch Latch . . . the newest innovation in cabinet hardware for your home. With Tutch Latch you simply touch the door with your finger, wrist or elbow . . . it opens automatically. Imagine such convenience when your hands are wet, soapy or filled with dishes. ¶ Tutch Latch assures positive latching action. Whether door is closed gently or slammed shut, Tutch Latch holds it securely. ¶ Concealed from view when door is closed, this unique latch brings new beauty to your cabinets . . . gives your kitchen a modern streamlined appearance. Tutch Latch eliminates the need of any cabinet knobs and pulls. ¶ It's ideal for use on upper or lower cabinets. Ask your hardware dealer how easily and quickly Tutch Latch is installed . . . how inexpensive it is to purchase.

SOLD BY LEADING HARDWARE AND BUILDING SUPPLY MERCHANTS

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS · MERCHANT SALES DIVISION

SWEDEN

CONTINUED FROM PRECEDING PAGE

everything. (In Sweden "Tack, tack"; in Norway, "Takk" or "Tusend takk"; in Denmark, "Tak" or "Mange tak.") You are escorted into dinner, which will be full and leisurely and accompanied, course by course, by the appropriate wine. You don't drink until drunk to—in other words, it's manners to wait to be skaal-ed ("Scold," to you.) The host, first thing, makes a speech of welcome to his guests, ending with a "Skaal." Then you drink, looking at the skaal-er, finishing off by holding up your glass lightly and giving a little bob of the head.

Swedish food is very good, stressing the herring and fish, cream and butter. They eat potatoes with their herring and again with their meat. Smörgasbord is a fullsome sampling of fish prepared in many ways, hot and cold dishes, and lettuceless salads. It is usually served to you before the meal. I specially like the dill-sprinkled smoked salmon, and the things the Swedes, or their climate, do to mushrooms.

Restaurants in Stockholm

Some of the better restaurants:

Berns—gilt and plush background, with music.

Riche's—opulent air and service.

The Opera Cafe—right in the opera, overlooking the lake.

The Golden Peace—in the Old Town, earlier bohemians ate here.

The Gondola—high up in the air, with an elevator approach.

What to buy

This list is endless if you're a home-conscious traveler. I'd promptly list the fabrics, particularly the printed linens which are the most handsomely, imaginatively designed I've ever seen. Look particularly for the designs of these:

Stig Lindberg, who also designs ceramics for the famous Gustavsberg Factories. He seems to be the most versatile, whimsical designer in Sweden.

Tyra Lundgren, who specializes in sophisticated, large-scale over-all patterns, in one color on white. Such large scale is rare here.

Astrid Sampe-Hultberg, designer-head of NK's own Textile Workshop where fabrics are woven to order. NK is the great department store, Nordiska Kompaniet.

Lisbet and Gocken Jobs, a designing sister team with a special flair for botanicals.

Elsa Gullberg, designer and employer of designers for her workshop, which does interior decorating, too. Vicke Lindstrand's "Siamese Cats" came from her shop.

Joseph Frank, textile designer at Svenskt Tenn, decorator Estrid Erickson's charming shop.

Fabric is measured by meter in Sweden (1 meter equals about 39 inches). It is usually 1 meter wide, but selvages can be gargantuan. The high taste level of the average Swede may be credited to the Swedish Society of Arts and Crafts which maintains a program for educating consumers in good design. They put on exhibitions and decorating courses throughout the country and are ready to offer home furnishing advice to newlyweds who, in Sweden, are given a government subsidy with which to buy household goods. The Society promotes among manufacturers and designers the idea of getting good art into mass production, at the same time it stimulates the consumers to ask for it. It also publishes a monthly magazine, *Form*.

Furniture is incomparably made, although design in general is not as spectacularly appealing as Danish. Among the most provocative furniture designers are:

John Gullberg, who has devised a remarkable set of wood modules which may be put together or regrouped in numberless arrangements for numberless purposes. It's called "Byggebara."

Bruno Mathsson, who does particularly good bentwood pieces.

Carl Malmsten, a designer and decorator, who is a fine hand at giving wood a fluid, molded look.

NK, in a separate shop devoted to moderately priced modern, has worked out some interesting well-finished knock-down chairs, some of them upholstered, which are simply bought in a box and assembled at home. It's called "Triva."

Swedish ceramics are almost as hard to choose as the fabrics. Gustavsberg, Uppsala-Ekeby, and Rörstrand are the big factories. Wilhelm Käge, dean of the ceramists and creator of silver-inlaid "Argenta" stoneware, is Gustavsberg's head designer.

Stainless steel is a real bargain in this steel-producing land. Gense and Wallin are considered the best. When you buy, pay attention to the spoon size. Scandinavians like an infinitesimal teaspoon, but an American size is also made. You

(*Continued on page* 124)

It's Worth MENTIONING

by Julie Polshek

By now the succulent results of "open-air" infra-red broiling is an old story. What sets this 2-speed superstar Broil-O-Grill apart from its ilk is the grill beneath its hood. It's like getting an extra appliance for free. The 9" x 12" grill and rotisserie broiler are usable simultaneously or solo. The same end-to-end network of coils serves both. Chromed unit is 15" x 10¼" x 9½". AC-DC. $39.95. Hammacher Schlemmer. New York. N. Y.

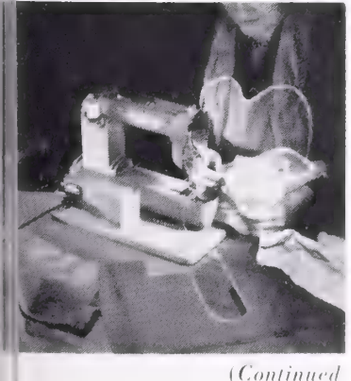




Small-fry's bosom pals, the whimsical Little Golden Book characters, peer impishly from this enchanting wallpaper. Aside from its juvenile appeal, the picture-book presentation enables you to cut the 68" x 21" sheets into border strips and to use individual pictures as decorative cut-outs for furniture or whatever. The 2-sheet set provides 30 different pictures. A find for $1. Crane's, 419 E. 57th St., New York. N. Y.

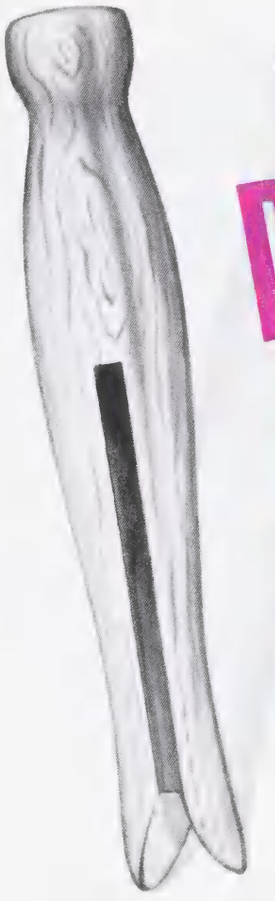
Eureka! A clothes hamper on wheels! The fold-away handlebar of this Pearl-Wick Rollaway comes out of hiding like *that* when you want to roll its load laundryward. Perfect, too, for toting washed clothes to and fro. The rubber-tired wheels ride airily over sills, rough terrain, curbs. Sturdy hamper is made of Pearl-Wick's famed, self-ventilating Duroweve. Green, rose, blue: white with black top. $9.95. Bloomingdale's, New York. N. Y.





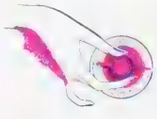
The open arm that this revolutionary Elna sewing machine has for darning, mending, and sewing tubular things is only one of its many innovations. Space permits only mention of a few others: a carrying case usable as a sewing surface, a speed reducer for slow-motion embroidering or sewing. Its unique design gives the 14½ lb. portable exceptional performance. AC-DC. $179. International Sewing Machine Co., 441 Madison Ave., New York.

(Continued on next page)



DON'T BE A PIN-UP GIRL!

Don't be a *washday* pin-up girl! Forget the weather and the back-breaking toil of outdoor drying. Throw away your clothespins. The clothespin is the *badge of a drudge!* Modern women dry their clothes the carefree Hamilton way . . . *ready to iron or put away*. Yes, you can dry clothes *indoors* with a Hamilton Automatic Clothes Dryer! It's as easy as A, B, C: A—toss your wash into the dryer. B—set the simple dials. C—*minutes* later, take out your *fluff-dried* clothes! Ask your Hamilton dealer or utility company for a free demonstration. See the only *complete* line of automatic clothes dryers, products of Hamilton, the Clothes Dryer Specialist!





PLASTICS AND WOOD WELDED FOR GOOD

NAME_____

ADDRESS_____

CITY_____ STATE_____ HB-2-51

SOLVE ALL YOUR TABLE PROBLEMS WITH THE ORIGINAL

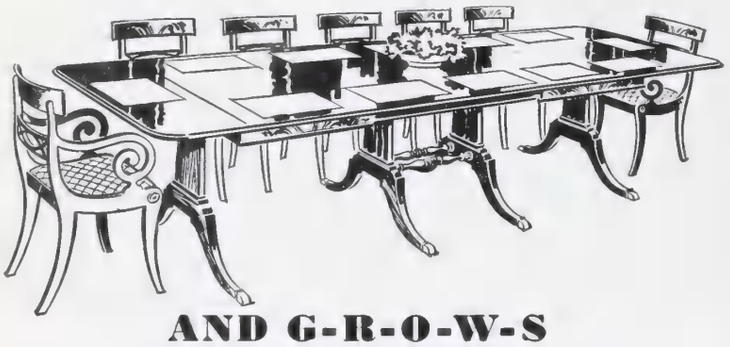
WARFIELD by Brandt



IT GROWS



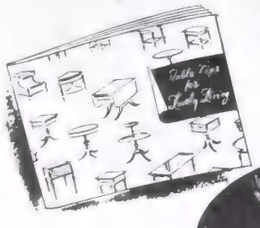
AND GROWS



AND G-R-O-W-S

The *original* Warfield, made only by Brandt, meets every table need. Leaves down! A super-useful console. Lunch or tea time! Perfect for four, six or eight. For family feasts and friendly festivals it e-x-p-a-n-d-s to seat twelve with *ample space for every place.* In lustrous hand rubbed English Antique Mahogany finish. You'll find the Warfield in fine stores everywhere at sensible prices.
From about $135 to $170 with 3 or 5 filler boards. (Slightly higher in some areas.)

Looking for ideas in furniture arrangement? "Table Tips" is a 24 page book packed with practical, helpful suggestions on room settings and furniture arrangement. For your copy send 10¢ in coin to The Brandt Cabinet Works, Inc., 701 Pennsylvania Ave., Hagerstown, Md.



Brandt TABLES

SOLD BY LEADING HARDWARE AND BUILDING SUPPLY MERCHANTS

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

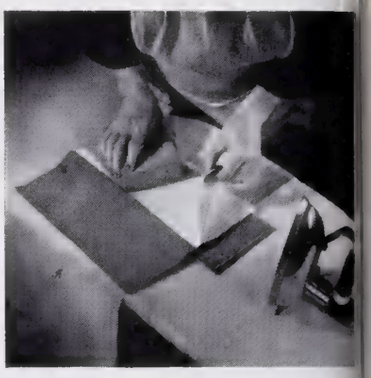
IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



This fabulous "837" metal-polishing cream was concocted by a metal artisan for his own and professional use. What took us by storm, even beyond its cleaning powers and convenience of its tube dispenser, is the exceptional beauty and life of the lustrous satin finish it imparts. Terrific for copper-bottom utensils, auto and boat trim. Safe for your finest silver; gives an antique-like patina. $1. Fitzgeralds, 545 Fifth Ave., N. Y.

Now that this Dritz Velvet Press Kit is on the scene, velvet, velveteen, corduroy and other pile problem materials are as easy to press as wool fabrics. And wait till you see the wondrous rejuvenation job the aluminized, 4-layer underpad and 3-layer press cloth do on flattened pile and nap. Excellent, too, for laces, embroideries, beaded fabric, and to take the sag out of garments. $1.98. Gimbel Brothers, New York, N. Y.





With these welcome Softi-Bags, each washing category can enter and leave the machine in its own container. Far easier and faster than sorting a wet, tangled mass. Easier on clothes, too. End-to-end snaps keep everything in tow and a unique cotton meshing insures full sway for suds and rinse water. Boon for baby togs, handkerchiefs, lingerie, curtains. 2 for $3.38 (3-lb. capacity). Abraham & Straus, Brooklyn, N. Y.

For chores that entail draining, the network of feet that elevate this Artwire Drain-A-Tray slope it ramp-fashion to shoo water sinkward. For non-draining tasks, the lip and feet at other end join forces to hold tray level on any flat surface. It's sturdily molded of Bakelite phenolic that shrugs off boiling water, acids, alcohol, grease, alkalis, washes like a dish. 21" x 14½". Red or black. $3.49 Macy's, New York, N. Y.





Sleight-of-hand has nothing on the magical way in which this Tibet Almond Stick effaces furniture scratches and scuffing. Rub it over the marred area and the job is done. It works its healing wonders on dark and light woods alike, leaving the treated and untreated portions of the surface identical in color. Safe for the finest furniture finishes and usable over and over. $1. Rayl's, 228 Congress, Detroit, Michigan.

(*Continued on page* 123)



Craftsman Grade Weldwood walnut paneling makes a perfect background for this French Provincial dining room.

Of Course They're Proud...
Look at Those WOOD-PANELED WALLS

Craftsman Grade Weldwood Plywood can bring beauty like this to your home... at a material cost 30% lower than before!

How many times have you seen luxurious wood-paneled walls, and wished you could afford them in *your* home?

Well, look into the matter again. For the new Craftsman Grade Weldwood offers you a real bargain in beauty.

The facilities of our brand new plant at Orangeburg, S. C., have been turned over entirely to this new panel. The economies of straight-line production and the very latest in equipment and methods are passed on to you.

As a result, you can buy beautiful hardwood paneling in oak, birch, walnut and Korina at almost ⅓ less than previously possible.

And related advantages make this *truly thrifty beauty* for your home.

Your first cost is your last. Interior grade Weldwood Plywood is guaranteed for the life of any building in which it is installed.

You need never again worry about the expense and bother of periodic redecorating. For Weldwood walls retain their original beauty with a minimum of maintenance.

See your lumber dealer soon, and get full particulars on Craftsman Grade Weldwood. He'll be glad to give you complete information and prices.

Meantime, send the coupon and 10¢ for our booklet, "Beautiful Wood for Beautiful Homes." It shows many of the fascinating possibilities of this modern material.

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46, N. Y.

Enclosed please find 10¢ for copy of booklet, "Beautiful Wood for Beautiful Homes," showing many ideas in full color for beautiful low-cost paneled rooms.



NAME_____

ADDRESS_____

CITY_____ STATE_____ HB-2-51

WELDWOOD PLYWOOD



Laraine Day has chosen Wunda Weve in vibrant Forest Green to keynote her smart foyer, and Modern stairway with color.



Upstairs, downstairs, all around the house, Gail Patrick compliments her Traditional home with Wunda Weve's beauty.

Stairways of the Stars...

Wonderful, Wearable Wunda Weve



Wunda Weve is easy to vacuum. Wunda Weve is *moth-proof*. Wunda Weve wears as well as fine wool broadloom. Pile is woven through the back, double locked for double durability.

You want your home to be different, distinctive. It's easy to do with lovely Wunda Weve loom woven cotton carpets. Here's glorious new texture to flatter your furniture . . . and colorful beauty to welcome your guests.

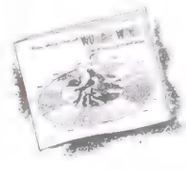
Yes, there's luxury underfoot for you, and new decorative freedom, too, with wonderful wearable Wunda Weve. Deep, cushioning pile adds drama to stairways and foyers . . . formal and informal rooms respond to its friendly accents of highlight and shadow . . . to the gracious charm Wunda Weve's velvety richness brings to your home.

Muted or brilliant in color . . . large or small in size . . . you can have the Wunda Weve carpet you want at a price that is truly thrifty. Choose from rounds and ovals, room size carpets or scatter size rugs. For extra large, or unusually proportioned rooms, you can order Wunda Weve to fit.

Wunda Weve is yours to see, and select, in leading rug departments today.



Wunda Weve launders like a dream . . . it keeps its size and keeps its shape. Colors are washable. Small sizes go into home washers, larger sizes to laundries at low bulk rates.



FREE! Copy of our beautiful full color booklet of room settings. Write Belrug Mills, Inc., 200-A River St., Greenville, S. C.

WUNDA WEVE

Stunning new decorator colors —Chartreuse, Cinnamon, Dusty Rose, Magic Blue, Fairy Green, Forest Green, Muted Beige, Ancient Ivory, Dove Gray, Taupe Gray, Wood Rose, Cherry Red, Gold.

REPLACEMENT OR REFUND OF MONEY Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

Luxury Loomed Colorful Cotton Rugs • BELRUG MILLS, INC., Greenville, S. C. • New York, New York

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 120



Sapolin's new heat-resistant enamel was formulated especially for ranges and radiators. Neither their intense heat nor extreme temperature fluctuations faze the porcelain-like finish, or discolor or fade its hues (leaf green, walnut, suntan, gray, cream white, black). Up to ½ pint of pure oil color per gallon may be added, should you wish some special shade. $1.40 a pt., Sapolin Paints Inc., 229 East 42nd St., New York, N. Y.

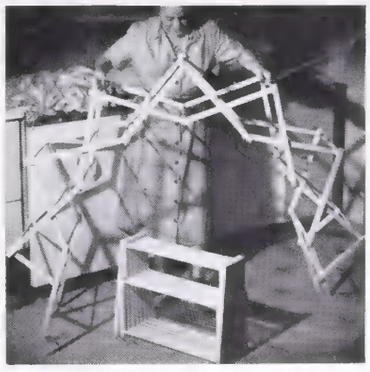
With this thermostatically controlled, electrical "heating system" buried in the soil, you can start your plants in the hotbed whenever you will. Whether the Thermwire Heating Set is used thus, on the roof, under porch steps, around exposed pipes, or however, it prevents freezing and keeps the wired area free of ice and snow. It provides an 80-foot wire loop; plugs in any 110 V., A.C. circuit, 400-W. $12.50, Gift Clues, Beason, N. Y.





When there's washing to be toted, this Wonderfold laundry basket is Johnny-on-the-spot. Between times it asks only a closet hook to hang on. It unfolds in a twinkling and folds flat just as speedily with its heavy muslin liner tucked inside the nickeled, heavy-wire structure. Raised sleds make sure that contents don't contact floor. Capacious basket (18" x 12½"), $4.50, with liner. Elron, 800 North Clark Street, Chicago, Illinois.

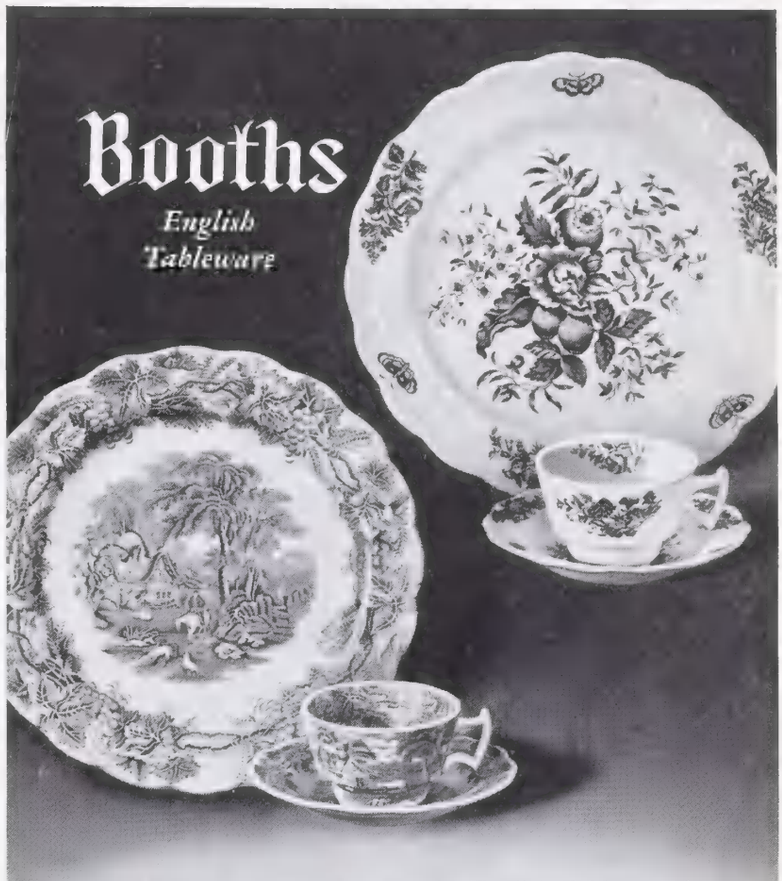
What a bag of tricks this versatile folding rack has! Here you see it extended ready for floor duty and, below, folded for storage. For bathtub use, its legs interlock. If you wish to place it on a wall, temporarily or permanently, it adjusts to those wants, too. Finely made wood rack provides 36 feet of drying space. A spread of your arms unfolds it. $4.95. Edith Chapman, Nyack, N. Y.





The tensile pull of Mell-Hoffmann's strong Space-Saver table is so slight, even bearing a typewriter or sewing machine, that a closet door supports it. A mere 24" accommodates its end-to-end, screw-on mounting bar; 30" down and ahead handles its top and tubular-aluminum U-base. Gray plastic top, yellow or wine frame, $14.95; white-framed, red Lin-like-finish Masonite Preswood top: green-yellow, $10.95: Carson's, Chicago, Ill.

(*Continued on page* 127)



BECAUSE of the fineness of Booth's English Tableware, long years of enjoyment can be expected from its possession. We are convinced that Chat is the finest detergent for use on this tableware in automatic dishwashers.

Midhurst Importing Corporation, New York

For clean, dry, spotless tableware...

—china, silver and glassware—use Chat, the synthetic detergent made expressly for automatic dishwashers.

Only Chat contains Dry-A-Pon, the new Antara Surfactant that makes water drain off in sheets — instead of droplets. Chat cleans and dries china, silver, glassware and plastic, leaving them sparkling and lustrous.

Chat is sold by appliance dealers—both department and specialized stores. Let us send you a free copy of "Facts you should know about Chat". Kindly address your inquiry to Department 73.



Chat

FOR ALL AUTOMATIC DISHWASHERS

ANTARA® PRODUCTS

DIVISION OF

GENERAL DYESTUFF CORPORATION

435 HUDSON STREET • NEW YORK 14, NEW YORK

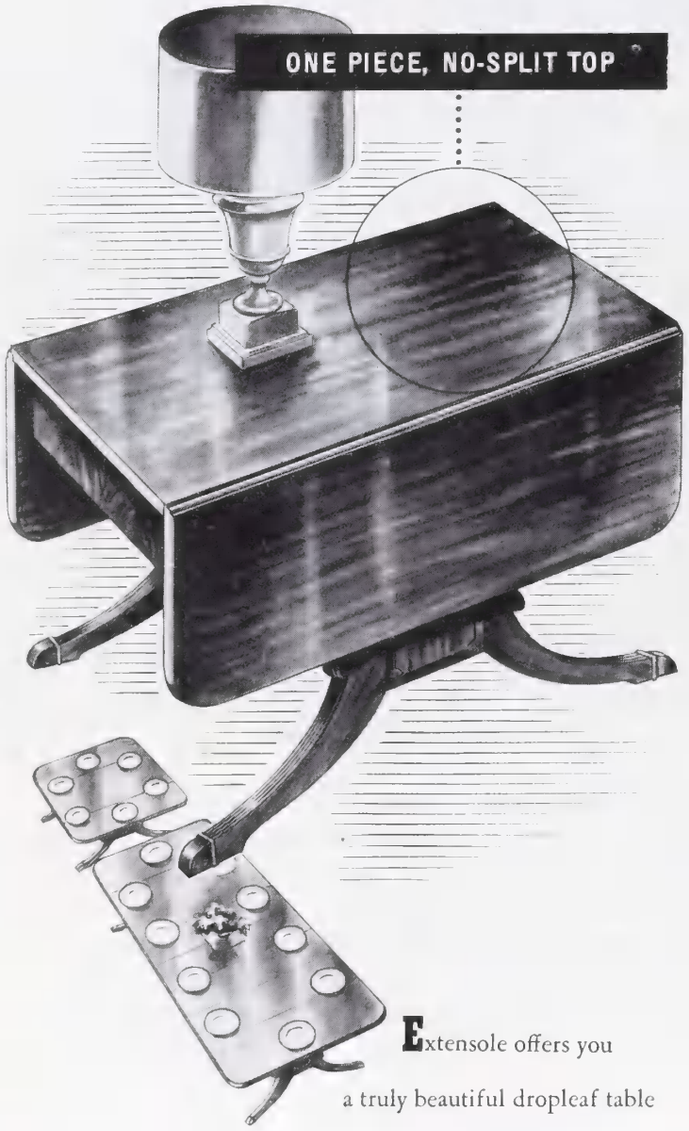
BRANCHES:

Boston • Providence • Philadelphia • Charlotte, N. C. • Chicago
Portland, Ore. • San Francisco

Extensole
Trade Mark Reg.

. . . a beautiful
dropleaf extension table

WITH



Extensole offers you a truly beautiful dropleaf table with fully-concealed extension facilities. Because of exclusive features, there are no tell-tale splits in top or ends to detract from the gleaming beauty of its deep, rich mahogany veneers. At your dealer's for only $105.* Other Extensole tables in smaller and larger sizes, both modern and traditional, are $85 to $175.

Send for folder and name of nearest dealer.

*Slightly higher in the West.

EXTENSOLE CORPORATION • SPARTA, MICHIGAN

SWEDEN

CONTINUED FROM PAGE 118

can buy plates, trays, platters and tea sets, as well as flatware.

Sweden's glass is tops. Best known glass-makers are Orrefors, Kosta, Alsterfors, Strömbergshyttan, and Ekenäs, and Reijmyre. Glass usually wears its own little label so you know what you're getting. It is a bargain, and is usually adeptly packed so it's safe to tote.

Swedish traditional *flossa* or shaggy wool rugs are handsomely styled for modern homes. See some particular beauties at Carl Malmsten's and Elsa Gullberg's, and they're easily shipped.

Modern Swedish embroidery design can be distinctly handsome, a far cry from the loving-hands-at-home stuff you may associate with needlework. We show a cushion cover. (Gense steel plate, the wool rug, and Gustavsberg silver-inlay vase on pages 102 and 104 were photographed courtesy of Bonniers.)

Where to buy

Fabrics — NK (Nordiska Kompaniet) basement, 18 Hamngatan; Elsa Gullberg, 7 Hamngatan; Hemslöjdsforbundet, 31 Kungsgatan; Svensk Hemslöjd, 44 Sveavägen; Svenskt Tenn, 5A Strandvägen; Carl Malmsten, 5B Strandvägen.

Furniture—NK, Third Floor, 18 Hamngatan; KN-Bo (for Triva), 38 Regeringsgatan; Elsa Gullberg (for Johan Gullberg modules), 8 Hamngatan; Carl Malmsten, 5B Strandvägen; Svenskt Tenn, 5A Strandvägen; PUB (Paul U. Bergström), Fourth Floor, corner of Hotorget, Drottninggatan and Kungsgatan.

Ceramics — NK, basement, 18 Hamngatan (largest stock in Stockholm); Gustavsberg Porslinsfabrik, 2 Birger Jarlsgatan; Rörstrand Porslinsfabriker, 19 Birger Jarlsgatan; Crete and Tom Möller Workshop, 1 Maria Prästgardsgata.

Glassware — NK, basement, 18 Hamngatan; De Svenska Kristallglasbruken, 56 Klarabergsgatan; Svenskt Glas, 8 Birger Jarlsgatan; Nordiska Kristallmagasinet, 9 Kungsgatan; Svenskt Tenn, 5A Strandvägen.

Rugs—Carl Malmsten, 5A Strandvägen; Elsa Gullberg, 7 Hamngatan.

Stainless Steel—NK, 18 Hamngatan; Svenskt Tenn, 5A Strandvägen.

Needlework—Svensk Hemslöjd, 44 Sveavägen.

Vital statistics

To go to Sweden you must have a passport, and a vaccination certificate to return to U. S. No visa.

Swedish monetary unit is the Kronor. $1 equals 5.18 Swedish Kronor (as of December 1950). You may bring in only 99 Kronor, but as many dollars as you please, but you may not leave with more than you had on entering.

Time in Scandinavia is designated around the clock—1 P.M. is 13:00; and so on.

You tip taxis, waiters, barbers from 10% to 15%, but in hotels a service charge from 20% to 25% is added to your bill. Length of time determines the amount.

Coffee is scarce and Swedes are coffee-lovers so a pound or two would be a welcome, thank-you gift to Swedish friends.

What to Wear

Same as for Denmark.

Hotels in Stockholm

Hotel space here is limited as it is all over Scandinavia, so book well in advance of your going. Following good hotels charge from $3 to $4 and up for a single room, European plan:

Grand Hotel—on the Strandvagan and considered the finest.

Carlton Hotel—excellent.

Strand Hotel—excellent.

Hotel Stockholm-City—above the fifth floor of an office building, not fancy but good.

Hotel Malmen—under construction, to be run by RESO, a government-encouraged low-cost travel organization.

K.A.K.—run by automobile association, non-motorists welcome.

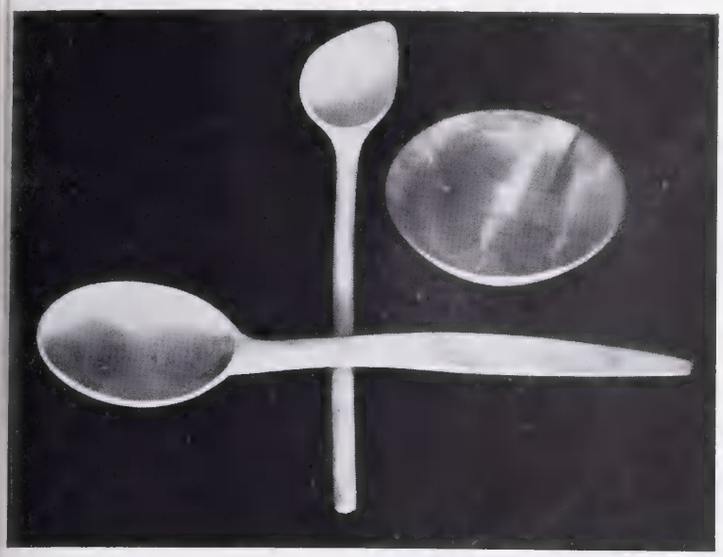
How to get there

By air—Scandinavian Airlines System, from New York to Stockholm; Pan American World Airways, from New York to Stockholm.

By sea—Swedish American Line, from New York to Gothenburg.

Books to read

All the Best in Scandinavia, by Sydney Clark; *Your Trip Abroad*, by Richard Joseph; Fielding's 1950 Travel Guide to Europe; *Sweden, Model for a World*, by Hudson Strode; *Sweden, Champion of Peace*, by David Hinshaw; *Sweden, the Middle Way*, by Marquis W. Childs; *The Decorative Arts of Sweden*, by Iona Plath; *Sweden Builds*, by G. E. Kidder Smith.



Wood is Norway's staple. Her forests are generous and her people have learned how to sustain themselves by putting them to use as shelter, furnishings, and tools. They treat wood with respect. A spoon is as honestly made as a ship.

NORWAY

CONTINUED FROM PAGE 104

sweet woodruff and a tiny dove peace. I distinguished myself by ırsting into tears.)

All of this will make you alize, as no amount of "speechi- ng" or deep-thinking articles can, ıat your country means to the ɛe, decent people of the world. I felt this most strongly in ɔrway. "Take good care of merica," a Norwegian said nply, as his word of farewell. Goodbye, America!" my friends lled, waving flags.

Norway was my last stop in a ɔringtime Scandinavian junket. ıich took me from Copenhagen to ockholm to Oslo.

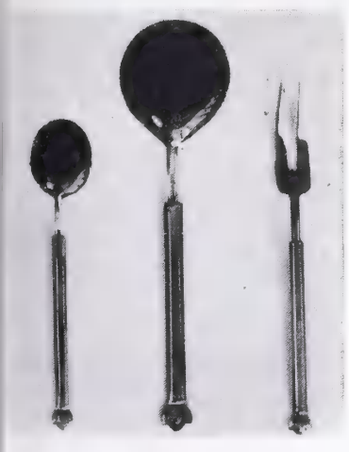
In the spring it's a good idea to art south and work north, for the ɔrthernmost countries warm up r you while you're enjoying the uth. Conversely, in the fall, start ith Norway and work south. This how Frances Heard planned her ip, arriving in late August. She had practically been in Norway for ten days before she arrived in Bergen aboard the Norwegian America Line's lovely white "Oslofjord." Then from Bergen they steamed down the wonderful fjord-riven west coast, stopping again at colorful Stavanger before rounding the Skaggerak for Oslo, set in the cleft of the Oslofjord.

First thing to see in Oslo is their new City Hall. Dozens of Norway's best artists, sculptors, wood carvers, and tapestry weavers worked on it, telling the country's story in every possible form. The murals in the great hall which depict the Nazi invasion are the most powerful and disturbing that I have ever seen. What seems to amaze strangers most is the strong, fierce color, which is more one's idea of Latin than Norse. But when you remember that in the long dark winter the mountains lock most of Norway's people in lonely isolation, you understand that this strong color is the country's way of blowing off steam.

I was especially taken by the polychrome wood carvings that depict Norse legends along the outside porticos of the City Hall, and was intrigued by the glistening oat-straw wall covering in the big city council room. It is stalks of straw woven with linen thread. Klare Schee, in Biri, got the idea.

You'll appreciate of what strong stuff Norwegians are made when you see the ships of their Viking ancestors at Bygdoy. And a visit to the nearby Folkesmuseum will show you how in the Sixteenth Cen-

(*Continued on next page*)



avid-Andersen's dessert set and coffee oon are souvenirs of a Norwegian art.

This pegged oak floor will never lose its charm!



Style and beauty at moderate cost

Just imagine your home with this delightfully different Ranch Plank Floor. Its random oak strips and inlaid walnut pegs lend natural charm and enduring style to any interior, modern or traditional. A superb factory-applied finish accents the beautiful wood grain.

With all its advantages, a Ranch Plank Floor actually costs little more than a regular strip floor. Installation is simple, over wood subfloors or old wood floors.

Ask your contractor, lumber dealer or architect about distinctive Ranch Plank Floors for your new or modernized home. For booklet with color photographs, write E. L. Bruce Co., Box 397-C, Memphis 1, Tenn.

BRUCE

Ranch Plank Floor

BRUCE

Bruce also makes Block and Strip Hardwood Floors

P. S. To keep floors beautiful, use Bruce Floor Cleaner and Waxes



Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*

No. 4280 Group
Simulated Rattan

TROPIQUE
REG. U. S. PAT. OFF.
Furniture

For sun room, den, rumpus room or living room there is nothing better.



See it at the Better Stores.

AMERICAN CHAIR COMPANY
MANUFACTURERS
SHEBOYGAN, WISCONSIN

NORWAY

CONTINUED FROM PRECEDING PAGE

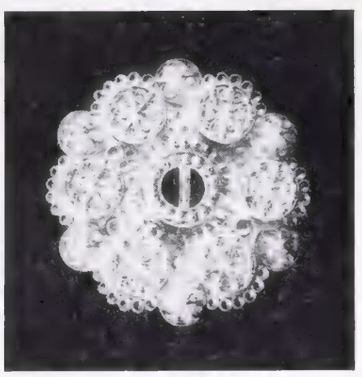


Traditional silver filigree brooch can look effectively modern on a simple dress.

tury they were folding their tables back into the wall and closing the bed up to look like a cabinet.

Norway invites you, as do the other Scandinavian countries, to visit in Norwegian homes. Arrangements may be made through the Norway National Travel Assn., 1 H. Heyerdahlsgate. If you have any special interest you'd like to pursue in Norway, this can be arranged, too.

When and if you go calling, it's a nice gesture to take a bouquet. That's how the flower-loving Scandinavians do it. In the homes I was strongly impressed by the omnipresence of house plants and green vines, the Norseman's own personal bid for spring to come soon. But what really staggered me was the natural, casual



This is a traditional Norwegian brooch that's constantly mistaken for oriental.

love for art with a capital A which you find everywhere. Young couples about to be married make this part of their furnishing budgets, and it isn't unusual to see such a pair making the momentous decision in an art gallery.

See Vigeland Park, the municipal park in Oslo which is literally peopled with the forceful—sometimes too forceful—sculpture of Gustav Vigeland.

Norwegians give their food typical Scandinavian attention—plenty of preparation time and leisurely consumption. Lunch is usually Smorbrod — open-faced sandwiches—and coffee. The sandwiches are heartier, bigger and less dolled-up than the Danes eat. Dinner is at five in the evening, and if you look through the telephone book you will frequently see printed with the phone listing "Ikke 17-18." "Ikke" is "please don't." This then is a sensible plea to the public to give you an uninterrupted meal between 5 and 6 P.M.

The Norwegians drink aquavit and beer, eating their herring first like all good Scandinavians. You dine handsomely on the salmon and trout from their copious mountain streams. Their food is heavier than Danish food but not so tied up with potatoes as the Swedish. None of the Scandinavians seem to fancy vegetables or lettuce salads as the Americans do.

A Norwegian smorgasbord table is a help-yourself proposition, loaded down with varieties of fish, hot



You can see a strong farmhouse influence in this simple modern table

and cold meat dishes, cheeses, and mixed vegetable salads.

The choicest dish ever set before me in Norway was ptarmigan with *tyttebeaer* (like tiny cranberries)

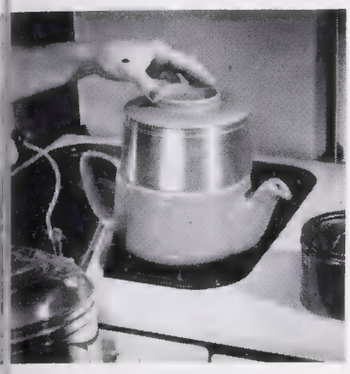
Restaurants in Oslo

Hotel Bristol, the Mauriske Hall—high-style for tea, dinner, dancing. **Grand Hotel,** Mirror Hall—lunch, dinner, and dancing later.

(*Continued on page* 145)

IT'S WORTH MENTIONING

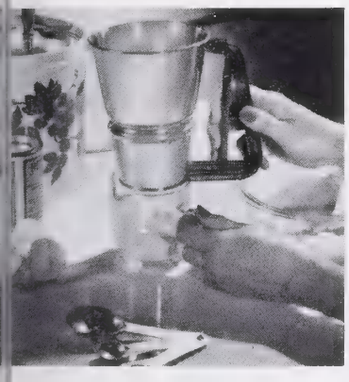
CONTINUED FROM PAGE 123



Tricolator has long been famed for its brewing prowess. This 1951 model of the French-drip coffeemaker vests it with new beauty and functional virtues. The ceramic pot (perfect for tea) boasts a broad base, dripless spout, hand-size handle; withstands direct flame. The cover fits both pot and spun-aluminum drip unit. Green, red, blue, yellow, gray, ivory, black. 4-, 6-, 8-cup—$5.95, $6.95, $7.95. Stern Bros., New York, N. Y.

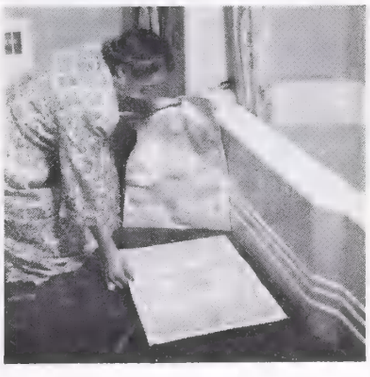
takes only a moment to set up s portable Howe Hi-Lo broiler nd when you have a yen for eplace cookery. It folds comctly enough to stow with the eplace tools between times. Come mmer, you can use it for the tdoor fireplace. For campfires, st drive the tip of the detachable st into the ground. The strong el device weighs a mere 3 unds. $3.95 (less broiler). Lewis Conger, New York, N. Y.

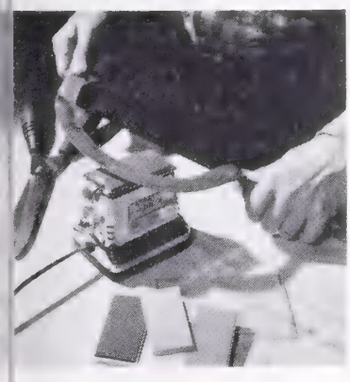




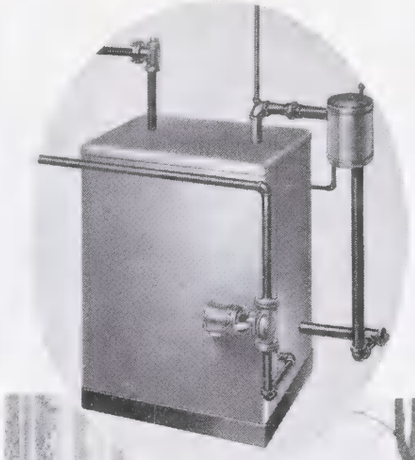
Trying to explain how Sift-Master's lever-propelled "shaker screen," to quote its makers, differs from other sifting methods would only confuse you. Suffice it to say, it fluffs flour to within an inch of its life. Other virtues, such as the convenient cup-fitting spout and 3-cup reservoir, one-handed operation, compact design, are evident at a glance. It's a speed demon, too. $1.88. Block's, Indianapolis, Indiana.

ch bather can have a dry, fresh p-out roost when you use Tru-n disposable mats. Re-use them ain and again, if you like. They in no time. A soapy cloth shes the durable cellulose casing an after each session. The 8-er cellulose filler absorbs water e mad. Ideal for guest use, dortories, baby-tending. Pink, blue, ch, green, maize, white. 6 for 25. Merrill Ann Creations, 228 rick Street, New York, N. Y.





What stroking speed and ease this Syncro Electric Hone affords! You use it just as you'd use any hone: get the same precision, stroking control and safe honing action. You can trust it with your finest tools. The vibratory motion of the instantly interchangeable stones (coarse, medium, fine, superfine) is contrived to prevent burning or grinding of blades. $12.50. AC. Lanko, 5313 S. Van Ness, Los Angeles, California.



FOR *Radiant Sunny Warmth* AND *Beauty* TOO



B&G *Hydro-Flo** Heating

with Radiant Baseboards

Of course, you're planning a *beautiful* home . . . but plan, too, for *comfort!* You can be safely guided by the happy experience of others . . . select B & G *Hydro-Flo* Heating with radiant baseboards.

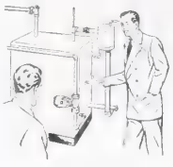
Radiant baseboard heating units replace the usual wooden baseboards and are just as inconspicuous . . . in no way interfering with decoration or furniture arrangement. When used with a B & G *Hydro-Flo Forced Hot Water* System, you have a marvelous combination of comfort *and* beauty.



Controlled, uniform warmth. Heated water is circulated through the baseboards by a B & G Booster Pump. Circulation is automatically controlled so that the heat supply is always *matched to the weather!* Your home is bathed in cheerful *radiant* warmth, soothing as sunlight, evenly distributed from floor to ceiling.

Plus ample hot water for washers, baths and showers. In this day of automatic washers, you just can't get along without plenty of hot water. The Water Heater of a B & G *Hydro-Flo* System provides all you can use . . . winter and summer . . . at unbelievably low cost.





All at minimum operating expense. You'll be amazed at the smallness of your fuel bills. B & G *Hydro-Flo* Heating automatically adjusts itself to the weather—never wastes fuel by overheating. This modulated control is especially valuable in spring and fall, when only a little heat is required.



SEND FOR **FREE BOOKLET**

The whole story of B & G *Hydro-Flo* Heating is given in this interesting booklet, fully illustrated in color. Read it before you decide on your heating system.

BELL & GOSSETT *Company*

Dept. BX-30, Morton Grove, Ill.

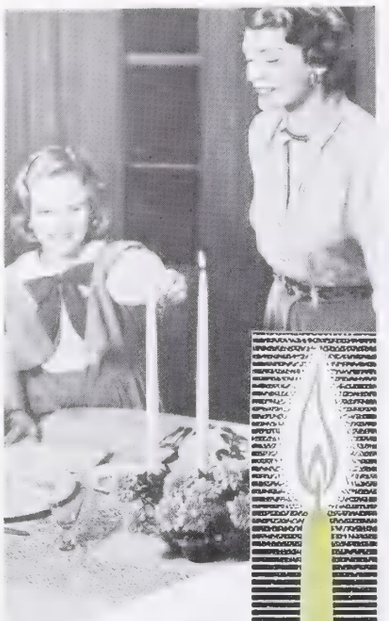
Please send free booklet, "Capture the Sun with B & G *Hydro-Flo* Heating."

*Reg. U.S. Pat. Off.

Name .....

Address .....

City ..... *Zone* ..... *State* .....

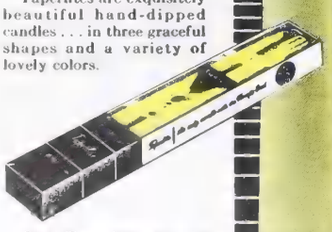


Learning to Live Happily Ever After...

Let scenes of settled security and contentment set the emotional pattern for your children's lives that they may live happily ever after!

The dinner table—social axis of the home—is an excellent place to start. Light it with Taperlites, even for the simplest family meal. Taperlites spread a warm and friendly glow over loved and familiar things, emotionally coloring young minds with faith and security. Emotionally implanting habits of ease and grace . . . of merriment and gaiety . . . all hedged about with the civilizing restraints of decorum and consideration for others.

Taperlites are exquisitely beautiful hand-dipped candles . . . in three graceful shapes and a variety of lovely colors.



Buy Taperlites by the dozen at your favorite store . . . each pair protected by the convenient and distinctive Two-Pack container.

EXCLUSIVE FIRMFIT END

WILL & BAUMER

Taperlite Candles

REG. U.S. PAT. OFF.

Your Dimes May March For You

Whoever you are, wherever you are, polio strikes indiscriminately. So contribute to the National Foundation for Infantile Paralysis

By Doris Bernsley

AS LONG as polio remains unconquered, tomorrow can't be certain. Don't believe for a foolhardy moment that polio lies securely beyond the magic circle of your own happy family, that it can happen to others but not to you. It has been happening to more people lately. Everyone must realize that this dread disease strikes when, where, and as severely as it pleases.

Nina Warren had returned from a football game on the day her father was re-elected Governor of California. Helen Hayes's daughter, Mary, was on tour in New England with a play. F. D. R. had just returned from a swim while vacationing in Maine. So you see, the hour of change can come into your family whether you live in Maine or California, regardless of age group.

To combat it requires lots of money. The prolonged patient care, the research in institutions, medical schools, and hospitals, education of doctors, nurses, therapists and others, and information programs which extend polio knowledge to *you* make it expensive.

If, for example, one member of your family became a victim this year—your husband, your child, yourself—care could cost thousands of dollars. If the patient were confined to a respirator, care might cost more than $10,000 a year. Of course, during such a crisis you wouldn't think of stinting expenses. You would be concerned only with getting immediate modern treatment.

Nevertheless, you would need money for the long period of hospitalization, the doctors, nurses, physical therapists, special transportation to clinics and hospitals, and oftentimes braces, crutches, wheelchairs, and continued care at home.

There aren't many families who could pay this price without making great sacrifices. And there are many families who could never p this price. But not one polio ca has ever been left stranded. T National Foundation for Infant Paralysis has been able to provi all or any part of the help tha needed.

Your dimes contributed duri the March of Dimes made it p sible for them to help more th 54,000 people during 1950—30,0 of whom were stricken in earl years and still required care. T past three years have been t heaviest on record. In fact, e demics have exhausted all pati care funds. Various chapters the National Foundation now o a staggering $5,000,000 in unp hospital bills.

In spite of this, the Natio Foundation must provide mo for the unknown numbers to stricken this year and continue search and professional educati until a preventive or cure is fou So far, modern treatment has be able to lessen polio's crippling fects, but that's not enough. T National Foundation must contin to help patients through its 2,6 chapters throughout the coun which can be called upon for formation and help at any ho

This year your contributio urgently needed. (Frankly, with more of your dimes there isn't a hope.) It's a small investment y family cannot afford to forget.

WHO WANTS TO CUT DOWN SNUGGLING?



Nobody does . . . especially snuggling inspired by romance . . .
But when snuggling is a "must" just to keep warm, then it's time to call in your MOR-SUN merchandiser . . . and learn all about the most beautiful furnace ever made . . .
The MOR-SUN FURNACE . . . that gives you perfect indoor comfort . . . automatically . . . and lets you snuggle to your heart's content!



FOR GAS AND OIL

FREE!

You can get your free four-color guide to automatic healthful indoor comfort by writing to

MOR-SUN Furnace Division
MORRISON STEEL PRODUCTS, INC.
567 Amherst • Buffalo 7, N. Y.

Recapture The Beauty and Charm Of A Storied Era!



JANE COOK
SIDE CHAIR
Foam Rubber Seat
No. 832

Choose VICTORIAN REPRODUCTIONS

Hand Made by:
PELHAM, SHELL & LECKIE
MONTGOMERY, ALABAMA

Write Us For Name Of Nearest Dealer

RETAILERS:
Our Line is open in some cities — Write today for catalogue.



PIANO TUNING
Approved Service

Professional skill costs nothing extra. For the best in tuning and repair service see your classified phone directory for A.S.P.T. members. Indorsed by piano manufacturers.

Send 3¢ stamp for pamphlets "Piano Care" and "Moth Prevention" to Librarian

American Society of Piano Technicians
1022 W. Garfield Ave. Milwaukee 5, Wis.

IMPORTANT NOTICE TO SUBSCRIBERS

• If you are going to move, it necessary that the proper notificati be made at the earliest possible m ment so that you may continue to ceive your copies of House Beauti without interruption.

Such notification should be made House Beautiful by letter, post ca or post office form #22S, giving t old address as well as the new, w postal zone number if any. You shou also notify your local post office postal form #22 of your change address. Both postal forms are o tainable at any post office.

Since considerable time is requir to process a change of address, y are urged to advise the House Beau ful Subscription Department as so as you know your new address, pr eraby five weeks in advance.

House Beautiful Subscription De
250 West 55th Street
New York 19, N. Y.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 48

try, and a lovely garden au- ically restored with Garden k funds by the Garden Clubs rginia. This year's garden tour irginia is slated for April 21 igh April 28. Many houses and ens will be open to the public. information write The Garden of Virginia, Hotel Jefferson. mond, Virginia.

yler Mansion, Albany, New . where General Philip Schuy- gave hospitality to the con- ed General Burgoyne and his in spite of the fact that Bur- e had, only a week before, ed to the ground the Schuyler try home at Schuylerville. A term program has now re- d the mansion to the very ap- nce it presented when Wash- n, Franklin, and Jefferson, honored with its hospitality. will see their framed bread- utter notes.

d's play?

ce traveling about with chil- anywhere involves you with ical as well as patriotic ques- tion marks, do forearm yourself with the new 32-page booklet prepared for just such as you by that source of much good travel-by-car know-how, the Shell Oil Company. "Touring Can Be Child's Play," they call it, and, to prove their point, they give, amidst charming illustrations, an unusually complete analysis of why you should take the children along, what you let yourself in for when you do, and what to do about it. Free on request from Carol Lane, Women's Travel Director Shell Oil Company, 50 West 50th Street, New York 20.

Molasses without sulphur

One of the most palatable spring tonics you can take awaits you at Hot Springs, Arkansas, where the healing routines are so well sugar-coated with superb scenery and pleasant, outdoorish things to do that you may well wonder which really is taking out the kinks, unwinding the nerves, and giving you that fresh outlook. Hot Springs is a spa and National Park, too.

The therapeutic waters from its

(*Continued on next page*)



Garnier liqueurs

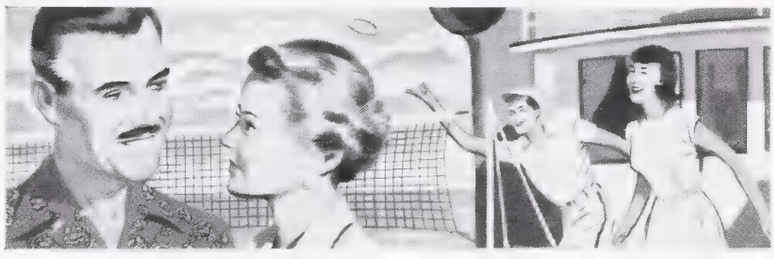
Incomparable Quality is the key to the world-wide preference for exquisite Garnier Liqueurs. Available in all popular varieties, plus exclusive specialties, both French and American. Offer your guests a choice.

Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*



"We discovered Alaska with all its adventure and romance"

"Excitement began as soon as we boarded our Canadian Pacific train for Vancouver. The accommodations were luxurious...modern, air-conditioned rooms...soft, wide berths... tempting food. The Canadian Pacific service was superb too, and the people we met made the trip friendly and gay from the start.

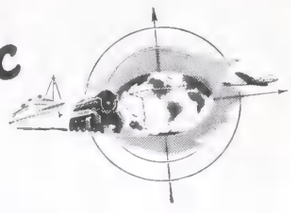


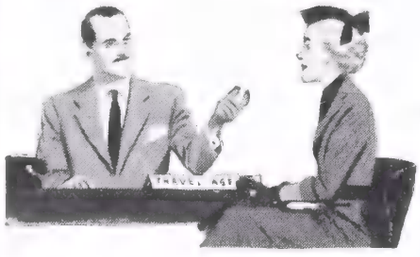
"We sailed to Alaska in luxury. The Princess liner we boarded at Vancouver for the 2000-mile trip up the Inside Passage was a resort afloat. Shuffleboard, deck tennis, promenading, sun bathing, deck parties during the day...dancing, movies at night. *(And all this for as low as $150 round-trip from Vancouver!)*



"Adventure met us when we docked at Skagway, Alaska. Inland trips to the historic Gold Rush country. Flowers big as baskets...fjords and the Midnight Sun...native children...glaciers, totem poles—a camera fan's paradise! The trip back to Vancouver made our vacation perfect to the end."

Canadian Pacific
SPANS THE WORLD
Railways • Steamships • Airlines • Hotels • Communications • Express





P.S.—"Our local travel agent made all the arrangements for us...without charge. Next year he will help us plan a Canadian Pacific White Empress voyage to Europe. It costs as little as $240 First Class."

SEE YOUR LOCAL AGENT OR CANADIAN PACIFIC IN PRINCIPAL CITIES IN U. S. AND CANADA



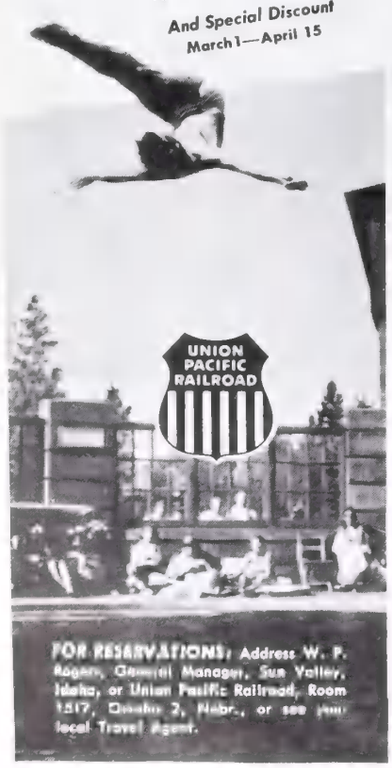
From Skiing to Swimming.. all in your Sun Valley day!

UNION PACIFIC'S Sun Valley IDAHO

You can enjoy the smoothest skiing ever—and more of it, thanks to the eight electric chair lifts—followed mere minutes later by a refreshing plunge in either of two warm-water, glass-enclosed pools. And for extra good fun measure there's skating, sleighing, dancing and evening entertainment. You'll be pleasure ahead if you make your plans now!

ROOMS FROM $6

And Special Discount March 1—April 15



FOR RESERVATIONS: Address W. P. Rogers, General Manager, Sun Valley, Idaho, or Union Pacific Railroad, Room 1517, Omaha 2, Nebr., or see your local Travel Agent.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

famous 47 springs are administered in 17 privately owned bath houses, but under government supervision and at government controlled prices, which vary from $1.25 to $2 per bath, with special rates on 6-, 12-, and 18-bath tickets. Differences are only because of differences in the luxury of the appointments amidst which you take the baths. And so therapeutic are they, and so pleasant the surrounding mountains and lakes, that Hot Springs, although our oldest resort of its kind, is still growing.

Newest in its long list of more than 40 hotels, for instance, is the ultra-modern Jack Tar, with its own hydrotherapy department. Membership in a country club back home or endorsement by a local club will get you in at the comparatively new Belvedere Country Club to take advantage of its 18-hole golf course, stables and bridle paths, horse show ring, tennis, skeet and trap shooting, swimming pool, and fishing waters.

Oaklawn Park, whose Jockey Club launches its annual 30-day racing season at the end of February, has just converted its golf course greens from sand to grass. And you will find, in addition to direct overnight services from Chicago, St. Louis, and Memphis via Missouri Pacific and Rock Island Railroads, that American Airlines makes it to Little Rock, 50 miles from Hot Springs, and Chicago and Southern now serves Hot Springs' own new Memorial Airport. The Chamber of Commerce will, upon request, brief you on accommodations, which include not only hotels but cottages, apartments, boarding houses, and some of the newer and finer tourist courts of the area.

All American

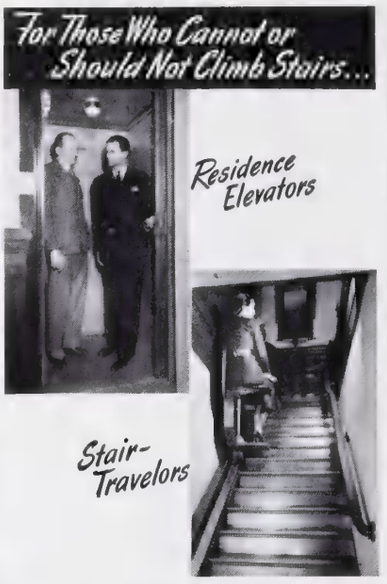
When the gleaming new S.S. "Independence" leaves on her maiden voyage February 10, and her twin, the S.S. "Constitution" some time in April, America will have sent to sea her latest and greatest achievement in ocean-going craft. Both, of course, represent the latest know-how in those technological devices which make modern ships not only fireproof but virtually unsinkable. In addition, each provides 1,000 passengers in three classes with a new standard in typically American comfort, complete air conditioning even for the crew, thermopane glass picture windows, polarized portholes, the latest in lighting, a Henry Dreyfuss dé cabins convertible from bedroo at night to living room by day, p a Sea Island Club with pool, mos murals, and that most Ameri of all American institutions, a s and ice cream bar. Paintings sculpture throughout these sh are the work of some of our fi artists.

The maiden trip of the "In pendence" will be a gala, 53- Mediterranean cruise, after wh she and the "Constitution," w ready, will enter the American port Line's Mediterranean serv a 22½-knot cruising speed shor ing the schedule to Gibraltar six days, Naples in eight, Cannes and Genoa in nine.

Again gemütlich

With such names as Bren Hamburg, Frankfort-Main, Mun Dusseldorf back on an increas number of time tables and itineraries, with more and m hotels there released from mili to civilian use, and all ratio off except on gasoline, Germ is again a country definitely reckon with when you make ropean travel plans. You will modern Germany something paradox. Bombed cities will ren you, as if you needed remind that Mr. Sherman was so r about war. But you will find, that a surprising lot of the Germany remains, the sweep deeply forested mountains, the countryside, the gay spas, cheerful concerts, romantic cas and hoary cathedral. The w steamers plying the Rhine again making one of the most b tiful river trips in the world. can again make the sea trip Bremen or Hamburg to North resorts and the Frisian Isla There will even be innovations, the ultra-modern motor coa available for highway tours, concerts broadcast to greet arr at the Rhine-Main Airport choice little deep-sea excursio guests at the Cuxhaven r aboard, of all things, the "I borg," the luxurious sailing y formerly the private propert Kaiser Wilhelm II.

And you may even find, u you figure Germany into your early and make preparation, tickets for the Richard Wa Festival Plays, to be given at reuth July 29 to August 19 fo first time since the war, are to come by. For an early sta your plans, contact the Ge Tourist Information Office, 11 42nd Street, New York 18.



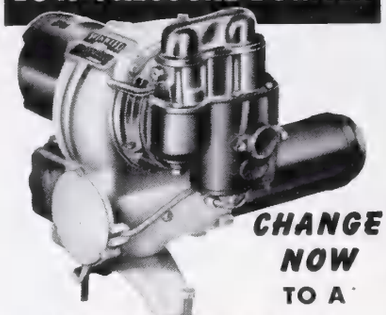
Your doctor will tell you: Stair climbing is 10 to 14 times more strenuous than walking. Avoid this health hazard—by the push of a button you can ride! The Sedgwick Electric Stair-Travelor or Elevator provides a safe, energy-saving convenience. Readily installed. Endorsed by physicians and users. Nationwide representation.

Write for Illustrated Booklet HB-5

Sedgwick MACHINE WORKS 263 West 14th St., New York

ELEVATORS • DUMB WAITERS • DUMB WAITER DOORS
RESIDENCE ELEVATORS • STAIR-TRAVELORS
ROTO-WAITERS • SIDEWALK ELEVATORS
FREIGHT ELEVATORS • CORRESPONDENCE LIFTS
BUILDERS OF VERTICAL TRANSPORTATION SINCE 1893

THOUSANDS ARE SAVING AS MUCH AS 50% WITH THIS SENSATIONAL LOW PRESSURE BURNER



CHANGE NOW TO A

WINKLER LP* OIL BURNER WITH CLOG-PROOF NOZZLE

There's still time to slash this winter's heating cost! Replace at once your old wasteful oil burner with a Winkler LP*. It's completely different . . . amazingly more efficient . . . and in many cases costs less than hand-fired coal!

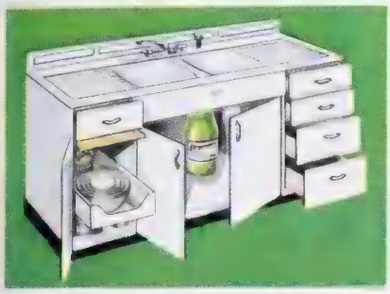
The Winkler LP* is a *low pressure* burner, featuring a clog-proof nozzle which permits *exact sizing of the burner to the heat requirements of your home!* Saves heat usually wasted up the chimney—cuts service costs. That's why Winkler LP* owners report oil and money savings as great as one-half!

10-YEAR GUARANTEE ON NOZZLE

Send for literature—discover how to get the most for your heating dollar.

U. S. MACHINE CORPORATION
Dept. Y-21, Lebanon, Indiana

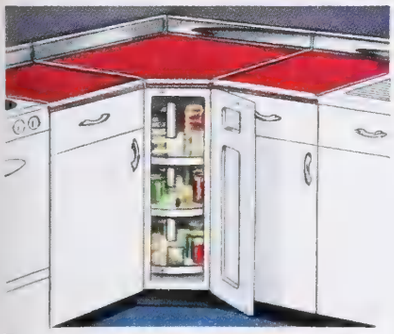
GREATEST HELPERS EVER !



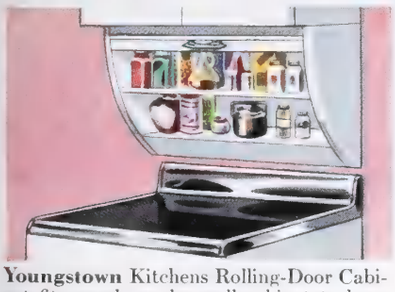
Youngstown Kitchens 66" DeLuxe Cabinet Sink (one of 13 models). One-piece, acid-resisting porcelain-enameled steel top, rinse spray. Two big no-splash bowls!



Shred food waste down the drain, before it can become garbage, with the Youngstown Kitchens Food Waste Disposer.



Rotary Corner Base Cabinet has shelves that *turn*. A flick of the finger, and the can you want is right up front!



Youngstown Kitchens Rolling-Door Cabinet fits snugly under wall cabinet to keep your spices sorted, handy. Door slides easily. 18" and 24" widths.



k

lectable, flaky meat is snowy-
—breast meat, in a manner
eaking. Only select, large
are used for this pack. It
so like fresh crabmeat that
never guess its canned origin
had no part in the opening.
des this pack, Paragon has
r-fancy one made up wholly



A gleaming, efficient Youngstown Kitchen—with new Electric Sink—in sturdy STEEL!

WORLD'S NEWEST KITCHEN IDEAS— *priced right for you!*

Here they are—all the features you've ever wanted. And YOU can blend them into a dream kitchen that fits your needs, space, and budget—NOW!

More specialized storage—for every kitchen utensil and supply! More work surface than ever before—counter tops of beautiful, colorful Cusheen. Sparkling, easy-to-clean finishes on sturdy, lifetime STEEL . . . wonderful sink features . . . improved, *three-way-best* garbage disposer . . . and, at last, completely modernized dishwashing!

Start with the Youngstown Kitchens Electric Sink, or the Youngstown Kitchens Cabinet Sink that fits your needs best. Then add the cabinets and accessories that save you most in time and work . . . that give you a *complete* dream kitchen well within your budget!

Let your factory-trained Youngstown dealer show you *your* dream kitchen in perfect miniature, show you how to save on installation, and how easy it is to finance. If building, specify Youngstown—you'll *save!*

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

Youngstown Kitchens®

Call Western Union, Operator 25, and without charge get the name of a nearby dealer.



Exclusive Youngstown Jet-Tower! New idea brush-flushes, double-rinses every part of every dish with 58 swirling jets of booster-heated water!



Completely modernizes dishwashing! New 27" Youngstown Kitchens Automatic Dishwasher features Jet-Tower with exclusive Hydro-Brush Action. Does dishes for a family of six in only 9¾ minutes (average water pressure).



SEND FOR NEW BOOKLET!

Youngstown Kitchens
Mullins Manufacturing Corporation
Dept. HB-251, Warren, Ohio

Packed with colorful kitchens, planning ideas, helpful hints! Just off the press. Send 10c in cash to cover cost of mailing; no stamps, please.

I plan to build ☐ I plan to remodel ☐

NAME _____ (Please print)

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____

© 1951 Mullins Manufacturing Corporation



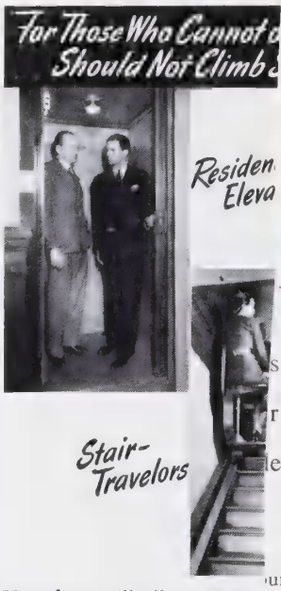
From Skiing to Swimming.. ...your Sun Valley day!

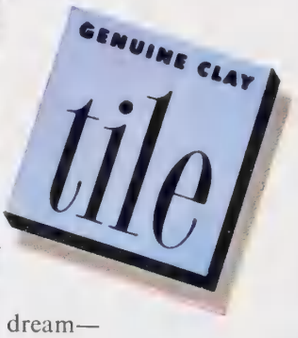
HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

famous 47 springs are administered in 17 privately owned bath houses, but under government supervision and at government controlled prices, which vary from $1.25 to $2 per bath, with special rates on 6-, 12-, and 18-bath tickets. Differences are only because of differences in the luxury of the appointments amidst which you take the baths. And so therapeutic are they, and so pleasant the surrounding mountains and lakes, that Hot Springs, although our oldest resort of its kind, is still growing.

Newest in its long list of more than 40 hotels, for instance, is the ultra-modern Jack Tar, with its own hydrotherapy department. Membership in a country club back





s dream—

r floors, walls and

le in a wide variety

ur copy of "TILE . . . FOR A MORE UL HOME", illustrated in rich color g many decorative ideas cal uses, send 10¢ to the f America, Room 3401, 10 East 40th Street, New York 16, N. Y., or Room 433, 727 W. Seventh Street, Los Angeles, California.

Your doctor will tell you: Stair c to 14 times more strenuous t Avoid this health hazard—by a button you can ride! The Sed Stair Travelors



PARTICIPATING COMPANIES:

American Encaustic Tiling Co.
Architectural Tiling Company, Inc.
Atlantic Tile Manufacturing Co.
B. Mifflin Hood Co.
Cambridge Tile Manufacturing Co.
Carlyle Tile Company
General Tile Corporation
Gladding, McBean & Co.
Mosaic Tile Company
Murray Tile Company, Inc.
National Tile & Manufacturing Co.
Olean Tile Company
Pacific Clay Products
Pacific Tile and Porcelain Co.
Pomona Tile Manufacturing Co.
Robertson Manufacturing Co.
Summitville Face Brick Co.
United States Quarry Tile Co.

THE MODERN STYLE IS CLAY TILE

PANTRY SHELF NEWS



by Julie Polshek

QUITE a while ago, while sleuthing for worthy candidates to include in a smorgasbord treatise subsequently presented in these columns, I came upon some superfine canned, smoked sturgeon that tasted as though it had been sliced to order. Its brand name, "Paragon," was unfamiliar. But this tempting specimen of its packer's wares inspired me to find out if it had brethren of equal excellence. That it did.

Space doesn't permit introducing you to the extensive Paragon seafood family in one fell swoop. The four I've culled from their ranks are fancy packs of versatile staples of the pantry shelf world: Royal Chinook Salmon, Albacore Tuna, Dungeness Crabmeat, and Columbia River Shad Roe. All possess unusual goodness that indicates the top quality of the fish used and Paragon's packing skill.

Let's bring each forward for a bow. Royal Chinook salmon, caught in the mouth of the Columbia River, is considered by many to be king of all salmon. This particular pack is the elite of the elite, sped postehaste into cans to keep their freshness and full goodness intact. The wondrously tasty, tender meat is a shell pink, ever so delicate in flavor. A half dozen cans cost $3.50; a 12-can case, $6.95.

The Albacore tuna, like the salmon, is the finest of a regal catch from the waters of the North Pacific. It's the only true white-meat tuna from those waters and is renowned for its exceptionally flavorsome meat. The tender meat is firmer than the general run of tuna. It's almost like swordfish in texture—a superb, distinctive tuna that won high praise from all who tasted it. The half-dozen and dozen-lot price of the 7-ounce cans is the same as the salmon.

Crabmeat is one of the top-ranking favorites of the seafood world, especially when it boasts the fine flavor of the giant, deep-sea Dungeness crabs Paragon uses. The delectable, flaky meat is snowy-white—breast meat, in a manner of speaking. Only select, large pieces are used for this pack. It tastes so like fresh crabmeat that you'd never guess its canned origin if you had no part in the opening.

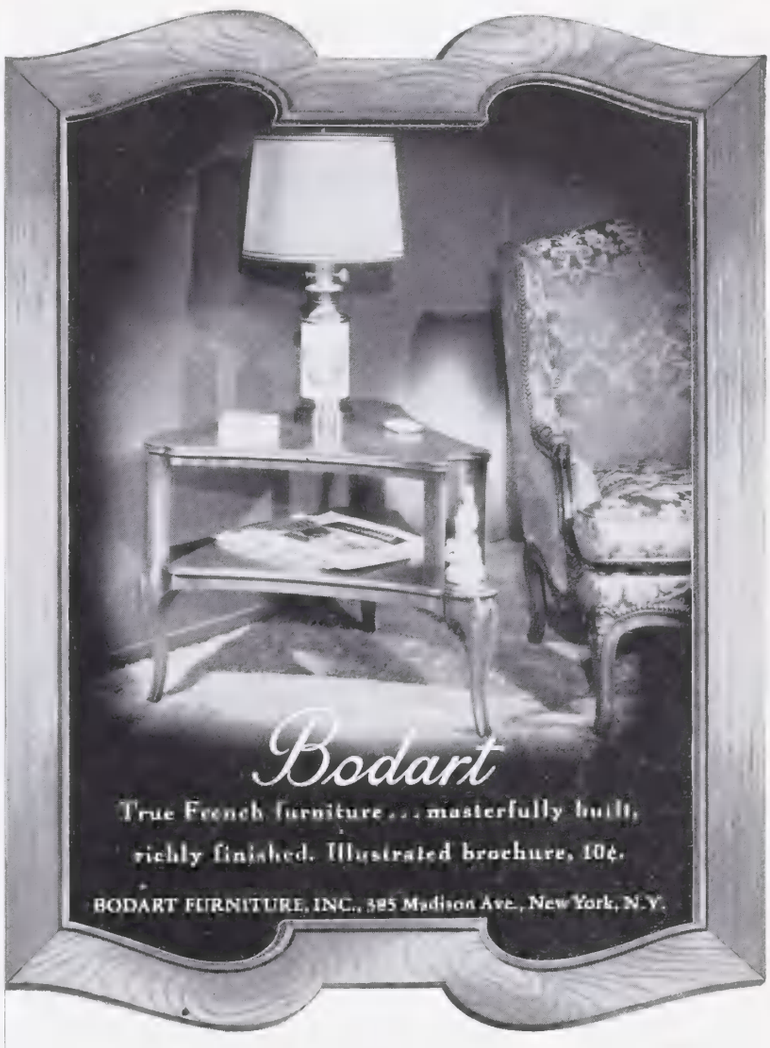
Besides this pack, Paragon has a super-fancy one made up wholly of leg meat, the choicest morsels of the crabs. Here's eating fit for a king. The 6½-ounce cans of crabmeat are priced at $4.65 a half dozen, $9.30 a dozen. The same quantities of crab legs cost $5.15 and $10.30.

The final member of this quartet, the shad roe, has the same notable fresh-caught taste as the crabmeat. You'll look far to find shad roe that excels the delicious morsels Columbia River shad yield. They're whole and firm as can be, and hold together all through broiling, or whatever your favorite cooking method may be. $6.95 for a half dozen; $13.95 a dozen 7½-ounce tins.

All of these seafood delicacies are available from Paragon Packing Company, 73 S. E. Washington St., Portland, Oregon. Prices given include shipping.

Visiting C. Henderson's shop now and again to see what's happening in food imports from the Near and Far East has something of a surprise-package element. One never knows what new delicacies from what far-off land they're likely to encounter freshly stowed on the shelves. The last time I stopped in, some new arrivals from Turkey were in the process of being set out so I stood by to get the low-down and pick up some samples for tasting. At the risk of getting my countries mixed, I can't resist mentioning an inimitable Danish Bleu I had the pleasure of munching on during the proceedings (thanks to the arrival of a customer who came in quest of some). Now there's Bleu to send any cheese-lover into raptures. Creamy smooth,

(*Continued on next page*)



Say Goodbye TO THESE 6 WINDOW CHORES

1. Putting up and taking down screens
2. Painting and repairing screens
3. Storing screens
4. Putting up and taking down "storms"
5. Painting and repairing "storms"
6. Storing "storms"



PELLA CASEMENT WINDOWS with famous ROLSCREENS and DUAL GLAZING eliminate tiresome, annual window chores. Enjoy draft-free comfort and fuel-saving advantages of Pella Dual Glazing and Weather Stripping. Pella Windows are 100% pre-fitted and assembled at factory—assuring better performance and longer life. Saves on installation labor cost, too! Special hinge design allows either side to be washed from the inside.

Whether you're planning to build or remodel, select from the 300 custom-like window combinations *stock-size* Pella Casement Windows offer. Pella Casements cost no more than ordinary windows when you consider their many advantages and lower installation costs.

SEND FOR FREE FOLDER of Window Ideas. Tells about time, labor and money saving features. Mail coupon today!



ROLSCREENS—original inside screens that roll up and down like window shades. No putting up, taking down, painting, storing. Inconspicuous.



DUAL GLAZING—protects against winter cold and summer heat—the year-round "storm" window.

Pella CASEMENT WINDOWS

Mail this Coupon Today!

ROLSCREEN COMPANY, Dept. C-9, Pella, Ia.
Gentlemen: Please send me your Free Folder on Window Ideas and information on Pella Casement Windows with ROLSCREENS and DUAL GLAZING features. I am building ☐. I am remodeling ☐.

Name.....
Address.....
City & Zone..... State.....

Made by the Manufacturers of Famous PELLA VENETIAN BLINDS AND ROLSCREENS

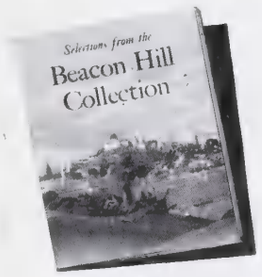


Re-created Masterpiece

Shawmut, Queen Anne Chest from English design of 1715. Australian maple drawer fronts. Gold tooled leather writing or service slides.

A *re-created* Georgian masterpiece from the Beacon Hill Collection of "limited edition" furniture that stays in fashion and lasts for generations.

New Booklet



28 pages

Profusely illustrated. Full of ideas and data on furniture styles, craftsmanship etc.

Send 25¢ in coin to:

Beacon Hill Furniture

83 L Albany Street
Cambridge, Mass.



Beacon Hill Collection

This famous trade mark identifies every piece of Beacon Hill Furniture

CHICAGO SHOWROOM
Flues and Orr, Inc., Merchandise Mart

WHAT IS A GOOD PARTY MENU?

CONTINUED FROM PRECEDING PAGE

What if the guests wanted another cocktail and the soufflé was panting to come out of the oven? No, no—not for me! I would never risk serving this dish, for I would be worried about it and the guests would note my concern.

To me, a cheese soufflé is a delicious luncheon dish, not a good starter to a delicious dinner.

The Boeuf Bourguignon is a delectable casserole with onions, mushrooms, herbs, wine, etc. The Eggplant Auvernaise is fried eggplant, fried tomatoes, dried mushrooms and onion rings, a delicious dish in itself, but a little too rich for me with the Boeuf. The potatoes are fried with onion rings and bacon. This might be delicious, but I do feel that you have so many flavors vying with each other that you lose your perception of taste.

The dessert threw me. It is little omelets, filled with whipped cream surrounded with strawberries and burning rum. I am sure this is a super dessert if you're in fighting shape for it. But to start a rich dinner with an egg dish and end it with another one is something I don't believe in.

In simplifying the above menu, I would not attempt the cheese soufflé, but would have a clear soup or a cold fish dish or a jellied consommé with caviar, topped with a spoonful of sour cream and a dash of lime juice. Then the Boeuf, served with red wine, sour dough French bread, and a mixed green salad with a predominance of water cress and a red wine vinegar salad dressing. Flaming poached peaches on ice cream would be a delicious dessert, or strawberries done in your own favorite way.

ENOUGH of picking apart other people's recipes. I can be constructive, too. I have worked out a kind of formula for a successful menu. It's developed from the experience of hundreds of parties, and from noting which ones clicked and which ones didn't. It's so simple that when I tell it you may not realize why it is so successful. But try it several times and you'll see for yourself. Build your menus on this kind of skeleton plan:

1. **A fish course** can be a fish soup, fish hors d'oeuvres, or broiled fish with thinly-sliced cucumbers or cold prawns or crab cocktail or *mussels mariniere.* It can be formal for a sitdown dinner, or informal, eat-with-your-fingers as with prawns or crabs.

2. **A meat or fowl course,** accompanied by rice or noodles or potatoes and a green salad. This can be steak or roast, or chicken or turkey. But I never accompany this course with green vegetables for a dinner for more than eight people, because it is very hard to control exactly when a bigger party will sit down and, unless green vegetables are served at just that right, perfect point when they are done, it's a mistake to serve them.

3. **Dessert** can be anything that your crowd sets great store by—only see that it is the absolute best of its kind. If you have held back on the first two parts of the meal, as I recommend, they will still be interested enough to appreciate the tops in desserts.

Recurring Motif

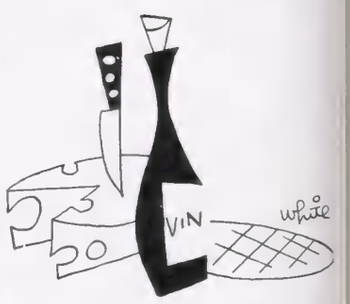
I have only one other piece of philosophy. Try to have some recurring motif of flavor that subtly wafts through the meal. Mind you—only a subtle recurrence, not a hit-them-over-the-head idea! This is like the recurring melody in a piece of music. It's a principle to use in choosing which recipes to string together. The best way to explain it is like this:

Soup course	onion flavor
Chicken course	garlic flavor
Salad course	shallot flavor

It would be monotonous to have any one of these flavors repeat all through the meal. But with all three present in the menu, they are reminiscent of each other, yet do not produce monotony.

If you remember only one thing, I say let it be this: Leave out some of the courses and have one "super" dish that is important and memorable, one which everyone will talk about and long remember. Serving a few foods that are absolutely delicious will get you more fame than serving a lot, even though they are very good.

Here's to your next party!



Homeowners!

2 COUPONS that mean Heating Dollar Savings!

1. FREE! FUEL CONSERVATION SURVEY!



HEATING BILLS TOO HIGH? Your Williams OIL-O-MATIC dealer will make a scientific instrument analysis of your complete heating system, absolutely free and without obligation.

Survey will show how to save up to $2 out of $4 heating dollars.

And now is the time to do it, while your heating plant is in operation!

Send coupon today (or better yet, call your local **OIL-O-MATIC** dealer—name in classified directory under "Oil Burners").

To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois

Yes! I'd like a FREE Fuel Conservation Survey

Name_____

Address_____

City_____ State_____ HB-2

2. OIL BURNER BUYER'S GUIDE

New 1951 Edition



FREE!

New, revised, fact-filled booklet tells you . . . what to *look* for when you buy oil heat equipment . . . about new developments in fuels that give *more heat per gallon,* and new equipment *engineered* to burn them. Send now for "There is a *BIG* difference in Oil Burners"!

To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois

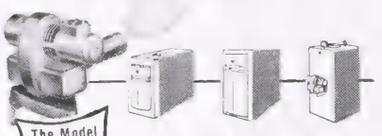
Please send new edition of buyer's guide, "There is a BIG difference in Oil Burners."

Name_____

Address_____

City_____ State_____ HB-2

WILLIAMS OIL-O-MATIC OIL HEATING



The Model Fifty-Ten Oil Burner

COMPLETE UNITS
...for homes of *all* sizes
...for *all* types of heating

Take It Easy, Lady!

To really free yourself from slavery to housework, take advantage of new and efficient labor-saving equipment

by Charlotte Conway



If you almost have a nervous breakdown trying to get a whole dinner ready at once, take a look at the Estate gas range. Here's what you get: a special oven for meat, called the Bar-B-Kewer; a regular oven for baking; a Grid-All on top for anything you want to grill; and, of course, four regular burners. It adds up to two ovens, a broiler, and six top burners. (Oven is automatically controlled, starts and stops as desired by your setting time control.) With all these cooking areas in a single range, you can hardly miss.



Now you can give up trying to be in two places at once. When you are out all afternoon, your family can still have a good hot dinner. That is, they can if you have a Nesco electric roaster. The new 20-quart model has a built-in time clock, which takes your place when you want to be elsewhere. It sees that the broiler goes on and off at the right times. There's a thermo-stat, too, to assure the right cooking temperature. A push-button opens stainless steel lid. Comes also in 18- and 6-quart sizes, with or without base cabinet.

(*Continued on page* 143)

For the sheer delight of a fine wine...

...TASTE CRESTA BLANCA CALIFORNIA BURGUNDY, robust, full-bodied, delicious. Aged in small oak casks in cool limestone caves, this mellow wine attains beautiful balance, magnificent bouquet. Enjoy it soon, delight your guests. ANOTHER FINE WINE FROM CRESTA BLANCA WINE COMPANY AT LIVERMORE, CALIFORNIA.

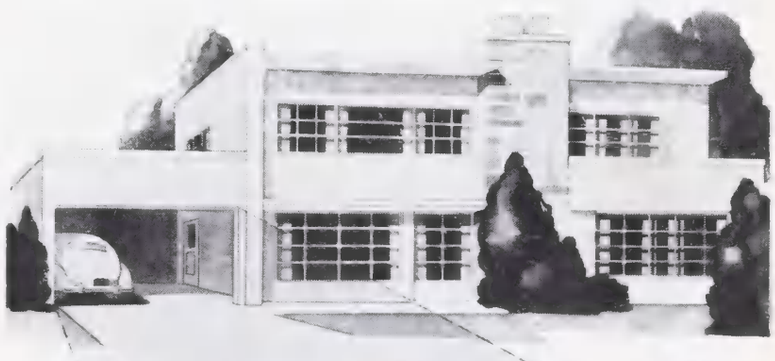


In the last four California State Wine Judgings, Cresta Blanca Wines received 33 major awards!



CRESTA BLANCA

Consistent Winner of Major Wine Awards Since 1889



Operate this door by radio from your moving car



Call Crawford Door Sales Co. listed in local Yellow Pages. Send for free folder or 10¢ for booklet, "How to Plan Your Garage."



A handsome Crawford Marvel-Lift Door operated by radio from a push button on the dash of your car is the ultimate in convenience, comfort, safety. Door opens, lights go on, you drive in, safe, warm, dry. In your home, another button closes door, switches off lights.

FITS ANY GARAGE—OLD OR NEW • F.H.A. TERMS

Crawford Door Company

55-401 ST. JEAN • DETROIT 14, MICHIGAN



IT'S SO EASY TO USE THESE SMART NEW—

Blonde Wood Finishes



Now you too can enjoy the natural beauty of wood in your home!

10 attractive tints to harmonize with any color scheme!



With PEN-CHROME you can bring out the rich, natural beauty of new or resanded furniture or woodwork . . . produce a rich, waterproof, wax-like finish that makes housework easier. Choice of ten distinctive tints—including the exciting new Graywood—assures color harmony. See dealer or send coupon today.

Driftwood • Graywood • Bleached Mahogany • Maple • Light Oak
Platinum • Blonde • Dark Oak • American Walnut • Mahogany

[illegible] CORPORATION, Dept. H-2
[illegible]
Send free booklet on Pen-Chrome Wood Finishes
Name _____
Address _____
City _____

O'BRIEN PAINTS
TOP QUALITY SINCE 1875



PHOTOGRAPH BY WILLIAM HOWLAND

• First step in this clearance project was "weeding out" service porch and stairs as well as an assortment of underbrush. Above you see the uncluttered area, adjacent to the dining-recreation area now used for outdoor living and dining. Wall of the house was broken through and replaced with glass doors. The white wall and the tall fence make the terrace a pleasant, comfortable sun pocket.



PHOTOGRAPH BY WILLIAM G. COLLIER

A private slum clearance project

CONTINUED FROM PAGE 93

THE pleasantly sophisticated decoration in the remodeling job you saw on pages 90 through 97 is as vital to its final success as lumber and cement. So we are giving you a list of these decorative ingredients herewith.

All paints: The Martin-Senour Co., Chicago, Illinois.

All under-rug lining: "Spongex." The Sponge Rubber Products Co., Shelton, Conn.

Living Room
(Pages 90, 91, 96)

Furniture and fabrics: Small green sofa, Guild Furniture Co., Inc., New York. Fabric on small sofa, two club chairs, and channel-back tub chair, Howard & Schaffer, Inc., New York. Velvet on large tufted sofa, Sidney Blumenthal & Co., Inc., New York. Drapery fabric and trimming, Scalamandre Silks, Inc., New York. Nylon glass curtains, J. H. Thorp & Co., Inc., New York. Azure blue pillow fabric, Jofa, Inc., New York.

Floor covering: Twist weave wall-to-wall carpet, Mohawk Carpet Mills, Inc., New York.

Accessories: Wood box on mantel, courtesy of Edna Crawford Johnson, Washington, D. C. Decorated tray on table, courtesy of The Questers, Washington, D. C. Car-

ions, courtesy of Colorado nation Growers Association.

Dining Room
(Page 92)

niture and fabrics: Wrought- table base, Molla, Inc., New rk. U. S. Plywood's Korina table , fabricated by J. Zicherman & s, New York. Leather on chair ts from the Upholstery Leather up, Tanners Council of Amer- Drapery fabric, Howard & affer, Inc., New York.

or covering: "Flexachrome," Tile-Tex Co., Inc., Chicago ghts, Illinois.

Bedroom-Sitting Room
(Pages 92, 93)

niture and fabrics: Bedside inets designed and executed by rles McGahan, Washington, C. Chintz drapery fabric, headrd, and bedspread fabric, ward & Schaffer, Inc., New k. Quilting by Theodore L. Colt, New York. Satin on small and side chairs, Patterson rics, Inc., New York.

or covering: "Adoraweave" car- Adamo Company, Los Angeles, ifornia.

Dressing Room
(Page 96)

rics: Chintz drapery fabric, ward & Schaffer, New York. Satin used on side chair, Patterson Fabrics, Inc., New York.

Floor covering: "Adoraweave" carpet, Adamo Company, Los Angeles.

Accessories: Porcelain knobs on closet doors, courtesy of Mildred Walker Studios, New York.

Master Dressing Room
(Page 97)

Floor covering: Carpet, Alexander Smith & Sons Carpet Company, Yonkers, N. Y.

Closet doors: "Modernfold," New Castle Products Corporation, New Castle, Indiana.

Library
(Page 97)

Furniture and fabrics: "Hide-A-Bed" love seat, Simmons Co., New York. Desk made by Sligh Furniture Co., courtesy of Mayer & Co., Washington, D. C. Chintz drapery fabric "Battle of Vera Cruz," F. Schumacher & Co., New York.

Floor covering: Twist weave wall-to-wall carpet, Mohawk Carpet Co., Inc., New York.

Accessories: Rob Roy lamp, courtesy of Mellina Studios, Washington, D. C. Celestial globe and stand, and wooden tobacco jar, courtesy of The Questers, Washington, D. C.

MEN OF MUSIC

CONTINUED FROM PAGE 8

r influence on Beethoven. We do care much either about more ortant men: about Cornelius, Hugo Wolf, or Spontini. We are ent to hear the occasional perances of their music which e along. Our love and our inst go out to the mighty gens, the most famous of the fas. The professional wants to w about the cause, connection, elopment of style; in short, the of history. The admiring amawants to know about the art's es.

USIC in terms of men. That is what the book gives you. After eliminary and rather hasty sur- of the men before Bach, it tes its first major chapter to ann Sebastian Bach. Then fol- Handel Gluck, Haydn, Mozart, thoven, Weber, Rossini, Schu-, Mendelssohn, Schumann, Cho- Berlioz (a chapter new in the sed edition), Liszt, Wagner, di, Brahms, Tchaikovsky, Debussy, Richard Strauss, Sibelius, and Stravinsky. This is an anthology of biography—not a new idea, certainly—but here done with freshness, straightforwardness, and charm. The scholarship is there, but it is so well kneaded into the text that the net result is completely entertaining. The authors know how to tell a story. They have not one but many forceful stories to tell, stories for which it is not difficult to enlist our deep participation.

No technical knowledge of music is required for us to feel the humor and the tragedy of these men's lives. *Men of Music* is one book for the enjoyment of which no formal musical education is necessary. In its 611 pages not a single musical quotation is given. On the other hand, the book assumes that you like music and that you are, therefore, interested in the compositions as well as the composers' characters and fates. The book fur-

(*Continued on next page*)

Smart modern design in chip-resistant
TRUE CHINA
(not earthenware)
GUARANTEED *not to craze*
GUARANTEED *not to break due to oven use*





AVAILABLE AT THESE FINE STORES

The Little Acorn Book Shop, Pawtucket, R. I.
L. Bamberger & Co., Newark, N. J.
The Hecht Co., Washington, D. C.
May Company, Cleveland, O.
Rike-Kumler Co., Dayton, O.
Bloomingdale's, New York City
R. H. Macy, New York City
Dey Bros. & Co., Syracuse, N. Y.
Liebermann Trunk Co., Lansing, Mich.
Shirlington's Cooperative, Arlington, Va.
Zale Jewelers, Austin, Tex.
S. & G. Gump, San Francisco, Calif.

ENJOY the smart, modern beauty and lifetime durability of this fully vitrified TRUE CHINA. Highly chip-resistant, this fine china retains its perfection through hard daily usage ..recommended for homes with small children, or where an automatic dishwasher is used.

SERVE IN IT!
STORE IN IT!
BAKE IN IT!

RUSSEL WRIGHT CASUAL CHINA BY IROQUOIS OF SYRACUSE, N. Y.



Here's Why! **Because BASE-RAY:*** ▪ provides *ideal* radiant comfort • provides decorative advantages not found in other heating methods • stops cold air infiltration through walls and windows ▪ gives the most even type of heating known • is *fully water backed* – that means steady, radiant heat ▪ is made of sturdy cast iron –gives lifetime service • is easily installed in new or modernization jobs.

Get the whole thrilling story—find out how BASE-RAY can make your home a happier place to live. Send for illustrated 6-page folder giving full details. MAIL COUPON NOW!

*Reg. U.S. Pat. Off.

Street.....
City.....
County..... State.....

glass and mirrors in your home. When you buy, look for the Pittsburgh Label . . . the mark of quality Plate Glass.

HEMICALS • BRUSHES • PLASTICS

ATE GLASS COMPANY

"Citizen of the world"

writes Ilka Chase about José Iturbi

"Spanish? Not when you hear him do boogie-woogie. American? Not when you hear him play de Falla . . . But when it's a Mozart concerto, you'd say he's a born Viennese pianist—till you discover he is not only the pianist: he is conducting the orchestra at the same time. In everything he touches—in every musical role—this amazing citizen of the world is utterly convincing." —*Ilka Chase*

Have you heard José Iturbi play
CHOPIN: MUSIC TO REMEMBER
GERSHWIN: RHAPSODY IN BLUE
DEBUSSY: CLAIR DE LUNE

We have put together in a little book, titled "Words and Music," photographs of the world's greatest artists, together with word sketches by 36 famous authors. If you would like a copy, write RCA Victor, Record Department 208, Camden, N. J.





"Cherry Ranch"



BREAKFRONT
FROM OUR
OPEN STOCK SERIES
IN SOLID CHERRY
WITH CHERRY VENEERS

Platinum • Blonde • Dark Oak • American Walnut • Mahogany

[illegible] CORPORATION, Dept. H-2
[illegible] Wood Finishes
NAME
ADDRESS
CITY

O'BRIEN PAINTS
TOP QUALITY SINCE 1875

MEN OF MUSIC

CONTINUED FROM PRECEDING PAGE

ther assumes that you are capable of reading a literate prose and of understanding historical allusions. It does not "make things easy." Its style is not mincing. In both these respects the book resembles a similar work which I also like, Thomas Craven's *Men of Art*.

I HAVE said that the lives of the musicians make forceful stories. There is as much difference in the intensity of living, the amount of hardship, and the frequency of dramatic incidents in these 22 lives as there is in the music of the 22 composers. Bach's life was relatively uneventful, modest, and successful. Brahms' life was even less eventful and highly successful. Beethoven's life was grim, piteous—and successful. Schubert's life was gay, piteous—and almost totally unsuccessful. Rossini seems hardly to have had any trouble at all, while Berlioz, the stormy petrel of a flamboyant age, experienced nothing but trouble. Whether they lived in the atmosphere of fame, as Strauss did, or in relative obscurity, as Debussy did; whether they were proud men, as was Handel, or humble (but who among them *was* really humble?); whether they were fighters for a cause, as were Gluck and Wagner; or whether they were uninterested in polemics and simply wished to make music, as was true of Verdi; whether they were abnormal, as was Tchaikovsky, or highly normal, as was Mendelssohn, one thing only binds their lives together and one thing only is characteristic of them all. That is the burning passion for the creation of music, a passion equally intense whether there were obstacles to be heaved aside or whether the path rolled gently uphill. Do misery, poverty, and the enmity of the world have a salutary or "ennobling" effect? One doubts it after reading such a book. There is no easy correlation between suffering and achievement. Brahms' achievement is not less because things went smoothly for him. Genius is not improved by being wrung through the wringer of ordinary troubles. And in all cases except the two who died too young, Mozart and Schubert, these geniuses seem to have lived out their destiny and done what they set out to do. Of Mozart—alas!—the authors say:

". . . Everything indicates that this still-young man, who so sorely needed a vacation and a little more food, had not yet reached the summit of his genius, and was on the verge of new and tremendous undertakings."

As to the musical judgments voiced by the two authors, I find these, when I agree with them, wise and just. Nothing can be more right, for example, than their estimate of my favorite opera, *Die Meistersinger*, of which they say:

"*Die Meistersinger* rejoices in everything that makes for perfection. Its libretto, besides having an authentic flavor of poetry, abounds in good situations, and writing and mime that are funny to this day. A warm and homely wisdom pervades it, finding its mouthpiece in one of the few truly full-bodied characters in opera—Hans Sachs. *Die Meistersinger* is full of shafts that found their intended lodging places in the vulnerable spots of Wagner's hated enemies, the critics. But this element of rancor never once usurps an undue importance and is finally submerged in the general good fun and all-pervasive kindly glow created by the humane philosophy of Sachs, the loves of Walther and Eva, David and Magdalene, and the bustle and hurly burly of the townspeople."

However, I disagree with their musical judgment in several places. I find their estimates of Brahms too low and their estimate of Sibelius too high. Ruling out the improbable fact that I may be wrong, I will admit that these are judgments that the reader must make himself.

THE book will not, of course, help you to understand or to appreciate music. Only music can do that. But once you have heard music and like it, *Men of Music* will give you a warmer and a closer feeling for those notoriously talented men who are its glory.



How to give your home glamor with glass



A PLAIN KITCHEN becomes a "glamor girl" in a hurry if you give it walls of beautiful, immaculate Carrara Glass. This incredibly lovely wall covering comes in 10 attractive colors. It's easy-to-clean. It never stains, fades or absorbs odors. And if you can work a picture window like this into your kitchen, (preferably Twindow, with built-in insulation) you'll have a kitchen to make you proud, and your friends envious.



THIS DECORATOR'S TRICK never fails: put large built-in mirror panels of Pittsburgh Plate Glass behind your sofa . . . and you'll see your living room sparkle with new liveliness and charm. Such a wall mirror not only sets off the room by making it seem more spacious, colorful and modern . . . but sets *you* off, too, as a very gracious hostess.

Room by W. & J. Sloane



WHERE TO BUY. Your department or furniture store, or other local glass dealer can help you work out your ideas for using glass and mirrors in your home. When you buy, look for the Pittsburgh Label . . . the mark of quality Plate Glass.

FREE BOOKLET! Want ideas for using glass and mirrors effectively . . . and inexpensively? Send the coupon for our free book of practical suggestions. Beautifully illustrated in full color. Ideas for old homes and new.

PLEASE PRINT

Pittsburgh Plate Glass Company
2018-1 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your free, illustrated booklet, "How to give your home Glamour with Glass."

Name.....

Street.....

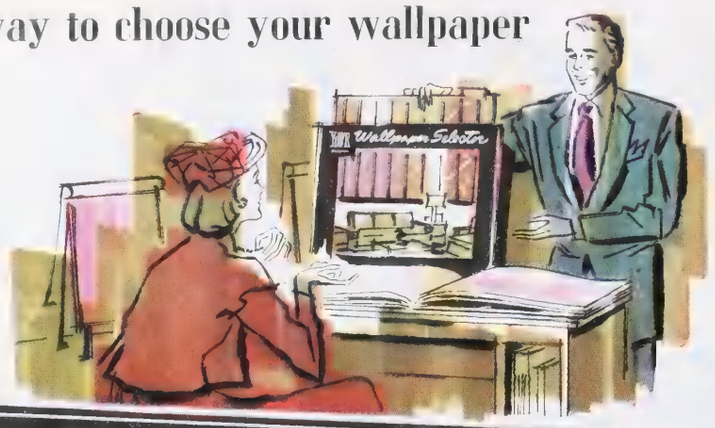
City.....

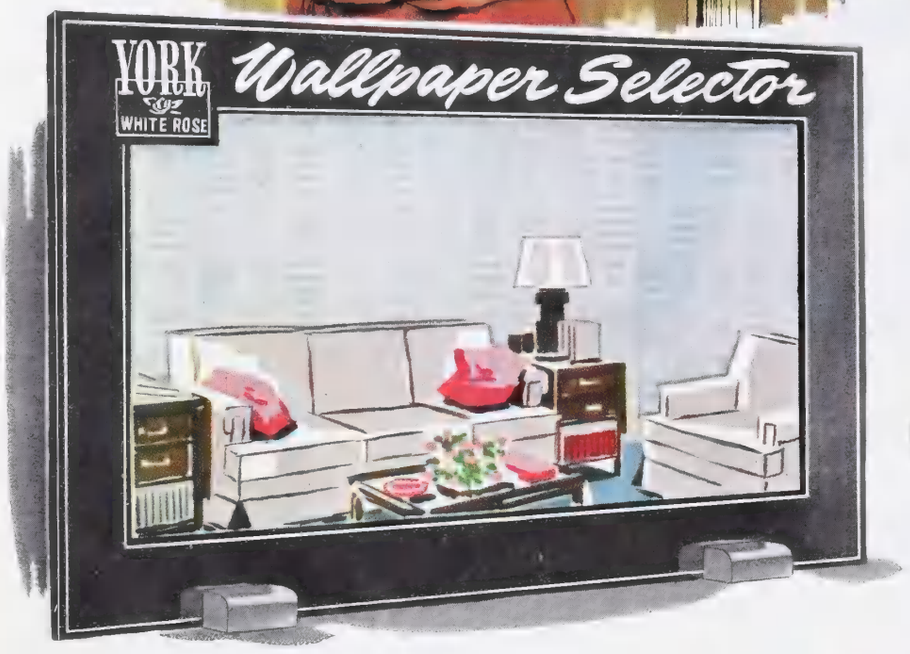
County.....State.....

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

New way to choose your wallpaper





now you can PREVIEW York's sensational wallpapers in thrilling perspective!

YORK'S NEW WALLPAPER SELECTOR is a long step forward in helping you see how these beautiful patterns can transform your rooms. Yes, scores of the new patterns have been reduced to actual scale size, with designs and colors to fit miniature room scenes. *Quick as a wink* you can see pattern after pattern as they will look in a full wall perspective of a living room, dining room or bedroom setting.

York White Rose Wallpapers are exquisite. Gorgeous colors, fascinating new patterns have been created for all decorating schemes . . . whether modern or traditional. These rich papers are *colorfast* and *fade-resistant* with York's famous surface that's easy to clean, and beautiful for years.

Make sure you see York's sparkling White Rose Collection for 1951. See your York dealer today . . . you'll enjoy choosing your wallpaper with this new Selector that takes so much of the "guesswork" out of decorating. Write direct for name of York Dealer nearest you.

YORK WALL PAPER COMPANY • YORK, PA.

YORK
WHITE ROSE
WALLPAPERS



TAKE IT EASY, LADY!

CONTINUED FROM PAGE 137



Many people find they need lots more hot water than they ever thought they would. Best thing for them is the new Perfection table-top gas water heater. It gives that extra hot water needed for a dishwasher, a clothes washer, and perhaps a new bathroom besides. Of full 25-gallon capacity, it is designed in standard cabinet dimensions to fit in with regular kitchen and laundry cabinets. It can be installed flush with the wall, butting on a cabinet to give extra and continuous work surface. Really a two-in-one value!



Has your pet peeve always been defrosting your refrigerator? You don't need to worry any more. Crosley has brought out refrigerators that defrost automatically. The process takes only 2 to 10 minutes, and occurs at 24-hour intervals. The best of it is that frozen foods, ice cream, and even ice cubes, are not affected. This miracle is effected by a mechanism which applies heat to freezer plates; defrost water then drains into a pan at bottom of refrigerator, then evaporates. You don't even have to empty pan.

DRAWINGS BY KELLY OECHSLI



Keep Pop and the kids from trekking out to the kitchen when they're thirsty by having an extra refrigerator in study, playroom, or television room. Frigidaire has one small enough to fit almost anywhere, large enough to have 4 cubic-foot capacity. It has freezer space for 16 lbs. of frozen food, or a lot of ice cubes, or half and half. Its 8 sq. ft. of shelf is arranged to accommodate a good supply of cans and bottles, tall and short. The whole thing requires a space only 27⅛" wide x 26⅞" deep and 34½" high.

(*Continued on next page*)



Look for the Rug that bears this label—

IT'S A **Priscilla Turner** HOOKED RUG



...Not just a hooked rug—an American Virgin wool hooked rug with a quarter-century reputation for quality and creative artistry in design.

Each rug is endorsed by the Guild label, signed and attached by the needleworkers as a proud mark of their handcraft. Look for it when you purchase your next rug.

For Brochure and Name of Nearest Dealer, Write
PRISCILLA TURNER RUG GUILD • TURNER-MAINE

WIDDICOMB



WIDDICOMB FURNITURE CO. GRAND RAPIDS
FOUNDER MEMBER—GRAND RAPIDS FURNITURE MAKERS GUILD

make icy steps safer!

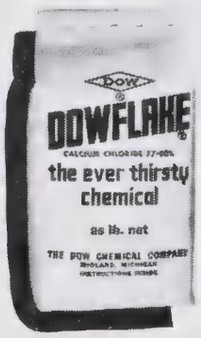


use

DOWFLAKE!

Dowflake helps reduce the ever-present hazard of winter accidents. Sprinkle Dowflake sparingly over icy surfaces, and let its quick, thawing action remove ice and lessen the chance of harmful falls.

Use Dowflake on porches, driveways, sidewalks, and play areas, in fact any place where ice is hazardous. Dowflake is available in handy, economical 25 and 100 pound bags. Plan for a *safer* winter—buy Dowflake from your dealer today.



THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

DOW
CHEMICALS
INDISPENSABLE TO INDUSTRY AND AGRICULTURE



HICKORY MFG. CO.
Bedroom Furniture Dining Room
HICKORY · NORTH CAROLINA

Hepplewhite Drop-Leaf Table with Banquet Ends

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



Here's the answer to how to keep the children happy—and grownups too, for that matter. It's the Pioneer ice cream freezer, and it requires no salt, ice or pre-mixing. Just place in bottom of freezer compartment of refrigerator, plug into near-by electric outlet, then close compartment and main doors. They fit snugly over sturdy rubber-covered cord. In about half an hour you have almost three pints of dasher-mixed ice cream. Container and dasher twist apart from motor for easy washing. From Louisville Electric Mfg. Co.



Do you like home-made doughnuts? Or French fried potatoes, onions, or shrimps? Then run, don't walk, to the nearest store and get yourself a Fryryte automatic deep fryer. It does the job for you without fuss or muss. All you do is set one control, put food in basket, and cook. Use your favorite vegetable shortening, cottonseed or corn oil. (It can be used again and again.) Follow chart supplied for temperature and timing. When food is cooked, hook basket on supports to drain. That's all. Dulane, Inc.



Do you own an automobile? Of course you do. Do you own a General Electric triple-whip mixer? Well, you should. It's so light, graceful, and compact that you'll use it for all the mixing, whipping, beating, stirring jobs in the kitchen. It has 3 beaters (easy to clean, since there are no center shafts), a built-in light so you can see what you're doing, a multi-speed selector right in front. Mixer is so low it stores under wall cabinets; so light you can use it as a portable. Comes with both large and small bowl.

NORWAY

CONTINUED FROM PAGE 126

Telle Cafe—*smorbrod* is here.

Telle Restaurant—downstairs, for dinner.

Tostrup Kjelleren—downstairs, opposite Parliament Building. King's cabinet lunches here every Friday.

La Belle Sole—especially fish.

Frognerseteren—above Oslo, wonderful view of harbor.

Ekeberg Restaurant—east of city, with good view of the harbor.

Skansen—both indoor and outdoor, bordering Oslo harbor.

Dronningen—floating restaurant of Royal Norwegian Yacht Club.

What to buy

The most characteristically Norwegian things you might buy either for your home or your own adornment are silver and enamel work, which in Norway means enamel on silver. Norwegians have had a predilection for silver and a gift for working it as far back as Viking days, but the Vikings wouldn't recognize some of the sleek modern hollow ware that is today turned out of the work rooms of David-Andersen and Tostrup, the two big silver names. Norwegian silver, worked by itself, is 830/1000 silver. This will explain the stamp "830 S" which you should find on Norwegian silverware.

Both these firms do enamel work, and such skill and attention to minute detail are required that only born and bred craftsmen like the Norwegians could possibly excel in it. It's costly, so is usually seen in small objects.

There is superbly made jewelry in silver, filigree, and enamel. It doesn't seem bold enough for the average American taste. Norwegians, of course, don't want it bold. They cherish the perfect little ornament. (Their traditional silver "folk" jewelry is large because it represented family wealth and was a portable safe-deposit box.)

Modern Norwegian ceramics can have great charm and individuality. I am thinking of the deep-blue and white boat-shape bowls of William Knutsen, Elsa Poulssen's freely drawn and colorful fruit patterns in dead-white salad bowls and plates, and Kari Bing's earth-brown, heart-shape dishes.

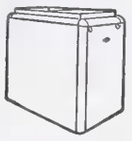
The Porsgrunds porcelain factory, which is by and large a hand-made operation, turns out some of the loveliest, translucent, white dinnerware I've ever seen. And, as you can note on page 104, they've perfected the rice porcelain technique, giving a pattern greater translucency than the rest of the body.



DELCO-HEAT CONDITIONAIR GIVES COMPLETE COMFORT IN TACOMA HOME

The Joseph R. Lovely home, in Tacoma, Washington, is another Delco-Heat home. Mr. Lovely writes, "I like my Delco-Heat Oil-fired Conditionair because of its convenient, even and economical heat. Our home is comfortably heated and humidified in the winter and automatically ventilated during the heat of long summer days."

For every size home, for every type of fuel there is a Delco-Heat unit to fit your need. Delco-Heat products are made by General Motors. And they're *always* installed by heating experts. The Stoker Lad Co., Tacoma, installed the Lovelys' Conditionair.



Delco-Heat Conditionair—with exclusive "Roto-power" Oil Burner—automatically heats, cleans, humidifies and circulates the air in your home. For automatic heat with any type of fuel, see your nearest Delco-Heat Retail Distributor.

FREE—Write for literature on Delco-Heat Oil-fired Conditionair. Address Dept. HB-30, Delco Appliance Division, General Motors Corp., Rochester 1, New York.

Read what other Delco-Heat users have to say—see pages 134, 156.



★Tests prove wire insulators *last more than twice as long* as other insulators. Insist on PERM-A-LATORS and get greater comfort . . . longer-lasting mattresses and upholstered furniture.

Write for Free Booklet!

FLEX-O-LATORS, Inc. Carthage, Mo.
Factories in Carthage, Mo. and New Castle, Pa.

CASH FOR YOU!

Sell ARTISTIC All-Occasion Cards

Make money this easy, congenial way! All your friends need Greeting Cards for Birthdays, other occasions. They buy fast when you show our big value Assortments: **Proven Line for Fast Earnings!** "Premium" **21-Card** All-Occasion Box sells for **only $1.** Your profit up to 100%! Many other new-idea Assortments, Imprinted Scented Scripts, Personal Stationery. No experience needed. Assortments on approval and FREE Imprint Samples.

ARTISTIC CARD CO., Inc.
534 Way Street, Elmira, New York

Arnold Wiig's Factories in Halden are said to be the largest pottery plant in the world.

It is almost axiomatic that anything Norwegian that's made of wood can't help but be good. As pieces of woodworking skill, even their mixing spoons are superior. (They are inexpensive and welcome souvenirs, by the way.) But it does not follow that you will be struck greatly by their furniture design. It is pleasant, usually light and intelligently designed, but it lacks the subtle freshness that you sense in Danish modern, for instance. Experts say that Norway's modern design is always improving. Designer names to remember are the teams of Rolf Rastad and Adolf Relling, and Hiorth and Ostlyngen.

Tapestries in Norway are something exciting. Hanna Ryggen, who weaves as a painter paints, directly and without the usual "cartoon" or sketch, actually puts Norwegian tapestry into the field of pure art. Kaare Mikkelsen, Sigrun Berg and Synnoeve Anker are three other tapestry greats.

Hand-woven linens, needlework, and the intricately patterned knitting at which Norwegian women excel will probably catch your eye. I think they are at their best when they stay truly traditional and farm-country. Visitors may not buy clothing, but you could take home a natural colored cloth with its pattern woven in self-color, or settle for some traditional bright-hued embroidery.

Norway may not be especially famous for its glass, but the Hadeland Glassverk has made some quite handsome decanters, the design work of Willy Johansen and H. Bongard.

Norwegians, all rendered hyperkinetic by an invigorating climate, naturally know more about sports

(Continued on next page)



A Norwegian solution to children's furniture is all done with boxes.

World's Finest... Television Phonograph and Radio

SCOTT

You—the owner of a magnificent Scott instrument! Bring these priceless pleasures into your home for you and yours—the pride of owning the finest there is! Scott is engineered, designed and created for the discriminating. See and hear the Scott instruments at your Scott dealer.

SCOTT Radio Laboratories, Inc.
Chicago 40, Illinois

WHICH DO YOU WANT?

Better Digestion **Normal Elimination**
Restful Sleep **Strong Healthy Teeth**
Continued Good Eyesight

STOP WASTING VITAMINS, MINERALS IN FOOD



VITA-MIX

Makes It Easier to Get Essential Vitamins, Minerals From Fruits and Vegetables

VITAMINS and MINERALS ARE ESSENTIAL TO GOOD HEALTH

The Only Machine With Stainless Steel Bowl and Bakelite Handle

In preparing food the ordinary way, you usually peel off and throw away those vitamin and mineral filled parts which are so essential to good health. With the Vita-Mix you keep the natural health-giving food value. That's why you may drink your way to health with the Vita-Mix. Liquefies, whips, chops, emulsifies all fruits and vegetables into tangy, appetizing drinks. No cooking, juicing or peeling of rinds necessary. Easy to sterilize.

Self Cleaning—Add Soap, Water, Turn On

Look What VITA-MIX Does

Makes health drinks in 1 to 4 minutes, makes soup without boiling in 3 minutes, chops whole grain into flour in 1 to 4 minutes, chops vegetable salad in 5 seconds. Many other uses. Fully guaranteed for one year. No dealers, low direct-to-you price.

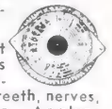
$34.95 TWO VALUABLE GIFTS GIVEN WITH ORDER

Vita Miracle Recipe Book



533 recipes for relishes, desserts, spreads, icings, sherbets, fruit drinks, soups, salads, bisques, others. Recipes will produce compliments for cook.

Wheel-O-Life



Know part food plays in building eyes, teeth, nerves, digestion. Analyze most common foods for vitamin, mineral, calory content with Wheel-O-Life. Prepare meals scientifically.

Order Now While Stainless Steel is Still Available

MAIL THIS COUPON RIGHT NOW

Natural Foods Institute
Dept. HB 2, Olmsted Falls, Ohio
Enclosed is $34.95. Rush me, postpaid, one Vita-Mix plus gift Wheel-O-Life and Vita Miracle Recipe Book.

Name_____
Address_____
City_____ **Zone**____ **Sate**_____

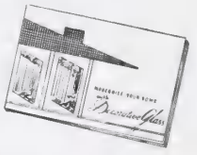


MIRACLE in a BASEMENT

Structural Corrugated Glass brings a living wall of cheerful light to this lovely rumpus room while effectively screening an unattractive view. Glass is a versatile medium with countless decorative opportunities for every room in your home. Smart and modern, glass patterns by Mississippi are translucent without being transparent, never lose their new look . . . are easily cleaned and always attractive.

When building or remodeling, specify Mississippi Glass to your architect or contractor. Available wherever quality glass is sold.

Send today for new, free booklet, "Modernize Your Home With Decorative Glass." Features exciting new ways to use figured glass in your home.



MISSISSIPPI Glass COMPANY
SAINT LOUIS 7, MO.

WORLD'S LARGEST MANUFACTURERS OF ROLLED, FIGURED AND WIRED GLASS



HOW TO ELIMINATE PICTURE WINDOW DRAFTS!

INSTALL YOUNG LOW-LEVEL CONVECTOR-RADIATORS

A blanket of warm air from a Young low-level convector will add immeasurably to your enjoyment of that "room with a view." Installed out-of-the-way beneath the picture window their generous heat delivery prevents that annoying chilly feeling frequently experienced. These new Young units stand inconspicuously beneath the sill (are only 12" high!) or hide away in wall recesses. The smooth, streamlined cabinets can be painted to blend in with room decor. If you have a hot water or two-pipe-steam heating system, you'll find there's a Young Convector-Radiator suitable for every room in your home. See your nearest Young Representative or write for full details.

YOUNG RADIATOR COMPANY Dept. 921-B ▪ Racine, Wisconsin
Plants at Racine, Wis., Mattoon, Ill.

NORWAY

CONTINUED FROM PRECEDING PAGE

than most of the rest of the world.

It's obviously *the* place to buy skis, if you ski, of course, and if you can figure out a way to carry your bundle. This is also the place for ice skates and fishing tackle.

I never knew it before, but Norwegian bone-handled cutlery turns out to be much in demand by butchers which should prove that it's worth a look.

Certain of the Norwegian articles shown on page 102 were loaned for photographing by courtesy of the following American importers: Edith Conrad—"Biri-Weave" straw cloth. The Vaco Company—Wiig "lemon peel" vase and Tostrup enamel cup.

Where to buy

Silverware, enamel, jewelry—David-Andersen, 20 Karl Johansgate; J. Tostrup, 25 Karl Johansgate; N. M. Thune, 12 East Slottsgate; Juvelerforretningen, 10 Rosenkrantzgate; Sverre Nielsen, 23 Karl Johansgate.

Ceramics and glass—Porsgrunn Porselen, 14 Johansgaten; J. J. Backe, 45 Akersgatan; L. Galligani, 22 Stortingsgatan; Christiania Glasmagasin, 10 Torget; Rafens Efterfolgere, 19 Grensen; Ingv. Nielsen, 2 Torggate; Ferdinand Aars, 1 Roald Amundsensgate; Petit-Art, 4 Drammensveien; Bruksartikler, 6 Roald Amundsensgate.

Furniture—Hiorth & Ostlyngen, 1 H. Heyerdahlsgate; Rastad & Relling, 5 Klingenberggate; Ferdinand Aars, 1 Roald Amundsensgate.

Needlework and tapestry—Den Norske Husflidsforening, 4 Mollergaten; Kunst og Husflidsartikler, 33 Karl Johansgate.

Wood household articles—Den Norske Husflidsforening, 4 Mollergaten.

Cutlery—Christiania Glasmagasin, 10 Torget; Ingwald Nielsen, 4-6 Torggate; Christian Senstad, 8 Torget.

Vital statistics

To enter Norway you need your passport, and vaccination certificate for your return to U.S.A. No visa. Monetary unit is the Krone, worth a little more than 14¢ (as of December 1950). You may bring no more than 50 Norwegian Kroner into Norway. There's no limit on the dollars you can bring in, but you can't take out more.

Tourists are unaffected by any rationing in Norway except that they cannot buy clothing. Norwegians normally are great consumers of coffee, rice, dried fruits and spices, all of which are scarce. Clothing, anything nylon, and the little luxuries like lipsticks are hard to get, so there's a list of suggestions if you'd like to take along a few thank-you gifts.

What clothes to take

Same as for Denmark, but add a sweater, for evenings on the Oslofjord can get pretty chilly.

Hotels in Oslo

Book in advance because space is not plentiful. Rooms, European plan, run from $3 to $4 a day, up.

In the center of things, I would rate the hotels in this order: the Grand, the Bristol, the Continental and the K.N.A. (hotel of the Royal Norwegian Automobile Club). In the West End, out of the throng, is Norum's Hotel, and up the hill from Oslo in a suburb is the very pleasant Holmenkollen Tourist Hotel.

How to get there

By air—Scandinavia Airlines System, from New York to Oslo. Pan American World Airways from New York to Oslo.

By sea—Norwegian American Line, from New York.

Books to read

"*Norwegian Holiday*," by Halan Major; "*All the Best in Scandinavia*," by Sydney Clark; Temple Fielding's *Travel Guide to Europe*; "*Your Trip Abroad*," by Richard Joseph.



The young designer, Krogness, is revising old furniture patterns. This is antique

Two-level gardening starts with steps



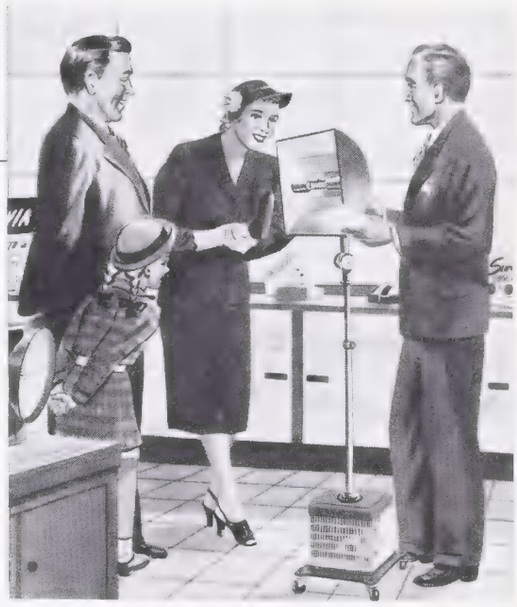
• Broad, shallow steps make walking easier and give your garden a more spacious appearance, especially if the steps are one piece. Shadow pattern from lip of step is always interesting, but avoid too deep lips because unsupported stone may chip or break off.

OTOGRAPHS BY GOTTSCHO-SCHLEISNER



• This shallow step allows you to have two-level gardens without danger of a slippery grass slope where they meet. Stepping stones take scuffing that is inevitable at the base of steps. This and upper photograph in garden of Mrs. E. O. Mathiesson, Stamford, Connecticut.

(Continued on next page)



Ask the salesman to tell you why a

HANOVIA ULTRAVIOLET QUARTZ HEALTH LAMP

is not *"just like"* any sun lamp

He will tell you that a Hanovia lamp outdoes the sun in ultraviolet—produces all 12 bands of beneficial Ultraviolet — aids in mineral metabolism — helps build strong, sturdy bodies — and bolsters physical fitness to resist common winter ailments—that **Hanovia's Tube Is Pure Quartz.**

Read "The Magic of Ultraviolet." It's free. Write Dept. HB-2-51

HANOVIA

Chemical & Mfg. Co., Newark 5, N. J.

Hanovia Ultraviolet Health Lamps available in department stores, surgical and electrical appliance stores, and specialty shops.

Hanovia showrooms in New York, Philadelphia, Detroit, Chicago and San Francisco.

P. S. MAKE NO MISTAKE—There is no sun lamp "just like" Hanovia



COLONY COURT Furniture

Available in Leading Furniture and Department Stores

OUR FORTY-FIFTH YEAR

by GLOBE HIGH POINT NORTH CAROLINA

HEMEROCALLIS

Wayside Gardens



GARDEN BEAUTIES
FOR
Spring Planting

This Spring make the quality test. Plant Wayside Gardens' exclusive, top-notch "Pedigreed" root-strength stock. See the difference this superior quality makes in greater garden beauty and dependability.

EIGHT NEW HEMEROCALLIS
We recommend these new brilliant hued Daylilies without reservation. Sturdy plants have huge, showy flowers in radiant shades of soft yellow through fiery red. *Collection* (1 ea. of 8) $12.00

NEW FLOWERING CRAB
Crimson Brilliant is the deepest pure red crab in existence. This dazzling new variety has lovely, semi-double flowers of bright crimson. Hardy as an oak, grows anywhere. Ideal for small gardens, mature trees only 15' tall.....Each, $8.00

NEW CANNAS
Grand Opera Series. Enormous trusses of exquisite flowers in delicate shades of peach, rose and pale yellow. Introduced last year, they caused a sensation among our customers....*Mixture,* 6 for $4.00

CANNAS



GRAND OPERA SERIES

SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

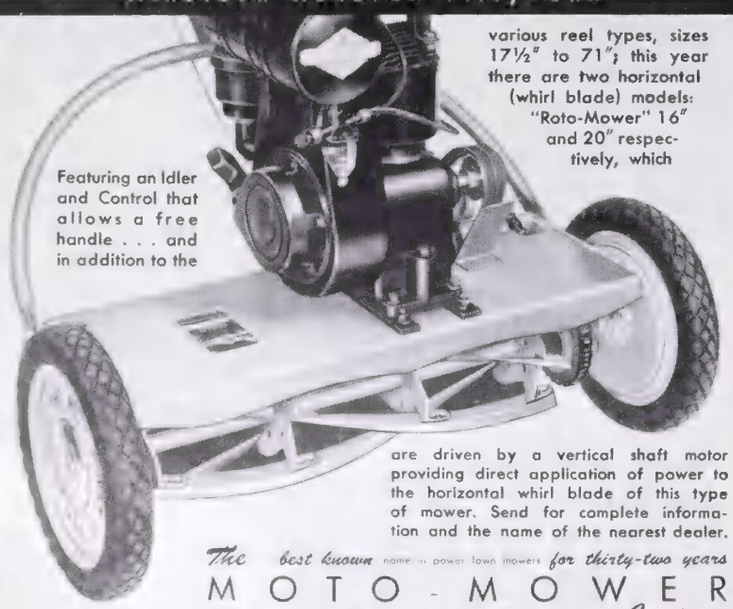


Unquestionably, the finest catalog offered anywhere. Almost 200 pages of true-color illustrations and descriptions of the world's finest new roses, shrubs, bulbs and plants. A valuable reference book with explicit cultural directions and helpful garden data. To be sure you get your copy, it is necessary that you enclose with your request 50¢, coin or stamps, for postage and handling costs.

32 MENTOR AVE. MENTOR, OHIO

Wayside Gardens

Announcing
"MOTO-MOWER"
INCLUDING
first
Fundamental improvement
in Power Lawn Mowing
now available on
NEW MODELS
Nineteen Hundred Fifty-One



Featuring an Idler and Control that allows a free handle . . . and in addition to the various reel types, sizes 17½" to 71"; this year there are two horizontal (whirl blade) models: "Roto-Mower" 16" and 20" respectively, which are driven by a vertical shaft motor providing direct application of power to the horizontal whirl blade of this type of mower. Send for complete information and the name of the nearest dealer.

The best known name in power lawn mowers *for thirty-two years*
MOTO-MOWER *Company*
1624 Woodward Ave. Detroit 1, Michigan

TWO-LEVEL GARDENING STARTS WITH STEPS

CONTINUED FROM PRECEDING PAGE



● Curved steps like these are out of place in all but the most formal gardens. But where appropriate, they provide a chance to lead the eye toward the patio instead of arresting it, as happens when the steps cut across the line of vision. Peter Cascio, landscape architect.

PHOTOGRAPHS BY GOTTSCHO SCHLEISNE



● Remodeling gave this house a broad flight of steps that provide a restful look. Pinched, narrow steps in the same setting made th house seem to sit uneasily atop a small hump. Undersized steps ar a common design fault in gardens. Dan Kiley, landscape architec



OTOGRAPH BY GOTTSCHO-SCHLEISNER

When stones are native to the fields that surround your garden, e them instead of introducing man-made forms and textures. Where ssible, avoid straight lines and a too-precise arrangement of the nes. Let small plants grow between the stones as in nature.

OGRAPH BY MAYNARD PARKER



Gardeners are prone to look for small, easily managed stones nen building steps—then wonder why their creation lacks the bold ale they hoped to produce. Contrast the effectiveness of these mple steps with the unhappy result you see so often.

(Continued on page 153)

"the very best..."



Warranty Bond

We warrant that every "Bonded*" Armstrong Rose Bush is:

1. Grown at our own nurseries in California by Armstrong rose specialists, using only the very best root stock and carefully selected buds.
2. Carefully nurtured to assure a big, husky, free-blooming plant.
3. A thoroughly established plant *fully two years old.*
4. Individually selected for strong, heavy roots and big sturdy canes.
5. Scientifically handled, specially packed, and guaranteed to arrive in good condition.

**Guaranteed true to name and to grow and bloom in your garden or it will be replaced without charge.*

ARMSTRONG NURSERIES, INC.

John A Armstrong

Armstrong BONDED* Rose Bushes



■ from TULSA OKLAHOMA

"The roses that I ordered from you early this spring are, I believe, the best that I have found anywhere in the nation, having ordered from the East, North and South."

■ from YARDLEY PENNSYLVANIA



"I wish you to know that the roses I have received from you far surpass any I have seen."



■ from FARGO NORTH DAKOTA

"Your rose bushes are on a root stock which starts faster and seems to give a more rapid growth, which is very important in our short season. I find that by fall these big, husky bushes are the ones which really stand our severe winters."

■ NAMES AND ADDRESSES ON REQUEST.

FREE CATALOG OF World's Finest Roses with 79 *full-color* illustrations. Describes 107 outstanding roses.

For the best blooms, plant the best bushes. Only *Armstrong Nurseries*, world's leading developer of All-America winners, offers *bonded* rose bushes... your assurance of the very best.

SUTTER'S GOLD – With all the allure of a polished gold nugget, this was the first rose ever to capture 3 top international awards: All-America (1950), Bagatelle gold medal and Geneva gold medal. Long-pointed buds richly shaded with orange, open to exquisite big golden flowers, loaded with rich perfume. Everywhere the big, vigorous plant blooms prodigiously. One of today's most talked-about roses. **$2.00 each; 3 or more, $1.70 each.**

FORTY-NINER – The most brilliant bi-colored rose ever introduced. (All-America, 1949.) Inside the petals are vivid Chinese Red . . . outside they are yellow! A tall, sturdy plant with long, strong stems. A spectacular rose in any garden. **$1.75 each; 3 or more, $1.50 each.**

CHARLOTTE ARMSTRONG – This all-time All-America winner with the long, streamlined blood red buds and beautiful cerise blooms is a top favorite from Maine to California. Wherever you live, this extremely vigorous plant will produce an amazing succession of long-stemmed beauties in your garden all season long. **$1.50 each; 3 or more, $1.25 each.**

All 3 for $4.45 ALL-STATES COLLECTION

All-climate, All-America winners. Would cost $5.25 purchased individually. Take advantage of this special offer.



ARMSTRONG NURSERIES
World's Leading Developers of All-America Winners

■ **415 North Lemon Avenue, Ontario, Calif.**

Please send me, *to arrive at correct planting time for my area*, with full planting instructions the *bonded* Armstrong roses indicated. I enclose check or money order (no c.o.d's, please). (CALIF. ORDERS: ADD 3% SALES TAX)

_____ Special Offer: 1 each of Charlotte Armstrong, Forty-Niner, Sutter's Gold, all 3 for $4.45
_____ Sutter's Gold @ $2.00 each, 3 or more, $1.70 each
_____ Charlotte Armstrong @ $1.50 each, 3 or more, $1.25 each
_____ Forty-Niner @ $1.75 each, 3 or more, $1.50 each
_____ FREE FULL-COLOR CATALOG OF WORLD'S FINEST ROSES

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

LEADING ROSE DEALERS SELL ARMSTRONG ORIGINATIONS

YOUR LAWN can be a beautiful carpet of sparkling green turf



READ Scott's LAWN CARE
T. M. REG.

Do a little planning now with *Lawn Care* as your guide. Discover how beautiful *Scott's* lawns get that way. The "know-how" contained in each issue has shown folks from Maine to California the easiest and best way to get the lawn of their dreams. For your lawn's sake, send now for your FREE 2 year subscription to *Lawn Care*. Drop a card to . . .

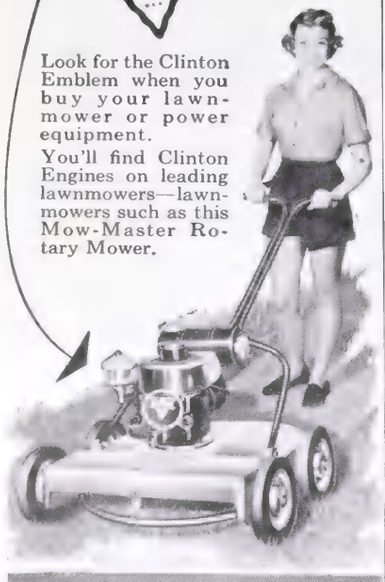
O M Scott & SONS CO
42 Spring Street, Marysville, Ohio
also Palo Alto, California

This Emblem on Your Engine Means that You Have the World's Quickest-Starting Most Reliable Small Gasoline Engine

4 CYCLE PRECISION BUILT ALL PURPOSE
CLINTON
AIR COOLED ENGINE
THE CLINTON MACHINE CO. CLINTON MICH. U.S.A.

Look for the Clinton Emblem when you buy your lawnmower or power equipment.

You'll find Clinton Engines on leading lawnmowers—lawnmowers such as this Mow-Master Rotary Mower.



CLINTON ENGINES



The Man Behind the Hoe

WHY GROW VEGETABLES? It isn't difficult to give a good many reasons for having a vegetable garden. But to me the compensation for all my work is better quality—the kind of quality you can't buy at the market.

WHAT MAKES THE DIFFERENCE? Wherein lies the difference between the best vegetables and second-rate stuff? Why do some taste so much better than others? Of course, we'll have to give the cook due credit, but let's talk about quality in the raw.

HEREDITY IS IMPORTANT. Certain varieties just naturally taste better than others. Commercial vegetable growers have to raise the varieties that look the best or stand up well in shipment. But home gardeners can choose varieties and order seed with good eating as their chief aim.

ENVIRONMENT IS IMPORTANT. The soil, temperature, and rainfall all affect quality. These conditions often can't be controlled except to supplement rainfall with irrigation, but with the right know-how we can time plantings and sometimes choose soil conditions for the best quality.

FREE TO SADDLE HORSE OWNERS



Why pay fancy prices for saddlery? Write for *free* Catalog that has saved real money for thousands of horsemen. Describes over 400 popular items of English and American "tack." I ship saddlery on approval. "little joe" WIESENFELD Dept. 18, Baltimore 1, Md.

GOOD MONEY IN WEAVING

EARN EXTRA MONEY at home, weaving rugs, carpets, etc. from old rags, or new yarns, for people in your community. No experience necessary. 30,000 doing it with easy running $59.50 Union Looms. Send for our free booklet.

UNION LOOM WORKS
115 Factory St. BOONVILLE, N. Y.

BRAND NEW! Jackson & Perkins



MUMS

- J&P NORTHERN NEW YORK "MUMS"
- LARGE-FLOWERED VARIETIES
- HARDY—FROST RESISTANT
- EARLY SEPTEMBER BLOOMERS

ONLY $1.00 EACH

Here are six outstanding *brand-new* J&P Chrysanthemums . . . large flowered, early blooming, frost resistant with excellent plant habits. *ALL guaranteed to live and bloom!* Be the first in your neighborhood to display these new beauties—by ordering NOW!

Chrysanthemum KILLDEER (P.R.R.)
Compact, rounded frill petaled flower. Opens golden bronze and finishes a yellow bronze. Flower is 3-3½". Strong 2-2½ ft. plant—deep green foliage. Blooms early Sept. thru Oct.

Chrysanthemum SWALLOW (P.R.R.)
Double, informal 4¾" buff flower . . . soft coral-pink in early stages. 3 ft. tall plant. Blooms early Sept. until frost. Its smooth, informal effect makes it an ideal cut flower.

Chrysanthemum TANAGER (P.R.R.)
As cheerful as the red of its namesake. Attractive crimson cherry-red 3-3½" flowers. Free blooming plant, 2½ ft. tall. Dark green foliage. In bloom from Sept. thru Oct.

Chrysanthemum SEA GULL (P.R.R.)
Center of this compact 4-5" flower is cream in color . . . rest of petals very white. Blooms early September. Its large size and airy grace will make this an immediate favorite.

Chrysanthemum CANARY (P.R.R.)
The clean cut color, large production and firmness of the blooms makes this one of the best yellows available. Symmetrical, golden-yellow 3½-4" flowers. Blooms Sept. and Oct.

Chrysanthemum GUDSBEAR (P.R.R.)
Showy rose-pink 3½" flowers with a bronzy flush. Vigorous 2-2½ ft. plant. Blooms keep well, either as cut flowers or on the plant. Very frost-resistant. Sept.-Oct. blooming.

$1.00 each; 3 for $2.50; 6 for $5.00

Send Check or Money Order to:

Jackson & Perkins Co.
367 Rose Lane
Newark NEW YORK

LEARN THE BRANDS!
The manufauturers' brand names in the advertisements in HOUSE BEAUTIFUL are the quickest, most accurate way of naming the exact products you like.

WATERLILIES

Easily grown in sunken tubs or small ponds. These jewel-colored, startlingly beautiful blooms will make a show place of your garden. They require little attention—have an exceptionally long blooming season.

Special Introductory Offer!
Four Outstanding Hardy Waterlilies
Pink Opal—*Dark Pink*
Marliac White—*Clear*
Helen Fowler—*Pink*
Marliac Chromatella—*Yellow*
These Four Mailed For $6.85 Postpaid



Write today for your copy of our colorful waterlily and goldfish catalog. It's free.

THREE SPRINGS FISHERIES
221 Main Road, Lilypons, Md.
333 N. Michigan Ave., Dept. 221 Chicago 1, Ill.
411 N. 7th Ave., Suite 713, Dept. 221 St. Louis, Mo.

HOW LARGE A GARDEN? As the time required for a garden is roughly proportional to its size, you'd better consider the probable urgency of golf and fishing before answering that question. Amount of garden space available, number of people who eat at your table, and your interest in canning and freezing are also important. If you are a real beginner and have a large garden space, I'll risk this fatherly advice: Figure out what you want, then cut it in half! You will be astonished at how much you can grow in a small space if it's well fertilized and well cared for. Come July and you'll wonder what happened to all that pre-season ambition. (Me too!)

WHAT TO PLANT. First list those vegetables you like and are best when garden-fresh. Then plan for things to store, can, or freeze if your space and time and ambition haven't begun to wave question marks at you. Small gardens seldom have room for things that are always available at the market in good quality, i.e., dry onions and potatoes. Some things like sweet corn that take up considerable space are still among the first choice for small gardens because of superior quality when fresh.

TIPS ON ARRANGEMENT. When a vegetable requiring little space is placed next to one needing more, be sure to allow the wider space indicated. Avoid planting dwarf kinds such as carrots and beets in a row next to corn. Shade and competition will hold the dwarf vegetable back. Vine crops such as squash and cucumbers will do all right when planted next to corn. Leave space for successive plantings of sweet corn in rows next to the first planting so it will all be in one block. A double row of corn

(*Continued on page* 152)

Dwarf Fruit Trees



Produce full size, top quality fruit in small spaces. Both Apple and Pear Varieties. Write for our BIG, FREE 1950 CATALOG in full color.
Satisfaction Guaranteed.

KELLY BROS. NURSERIES, INC.
51 MAIN STREET DANSVILLE, NEW YORK

Burpee Seeds Grow



Send Postcard Today for big 75th Anniversary Burpee Seed Catalog FREE, introducing finest zinnias ever created!

W. ATLEE BURPEE CO.
317 Burpee Building—*at nearest city:*
Phila. 32, Pa. *or* Clinton, Iowa *or* Riverside, Cal.

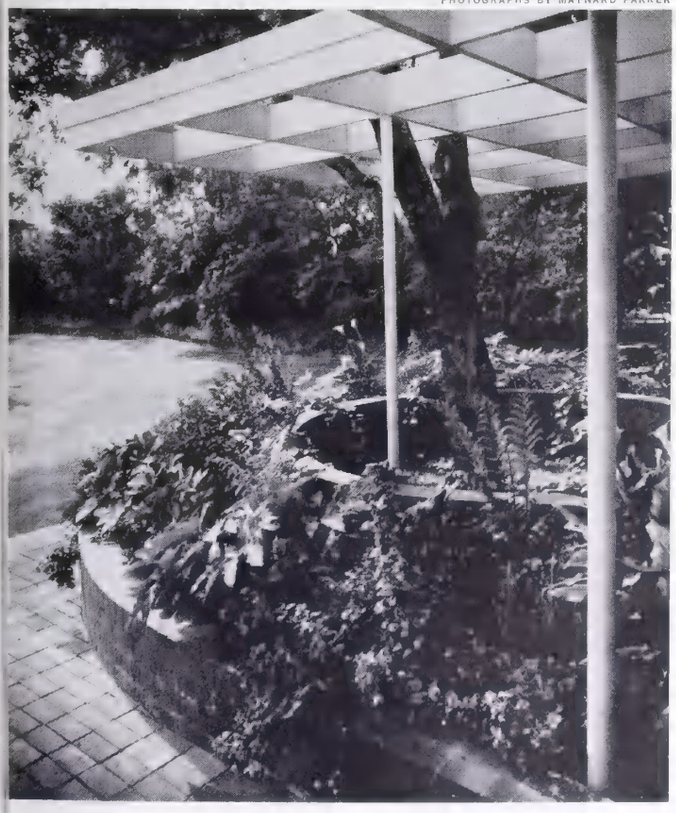
When the driveway passes the front door,

feature your entrance planting



• Your guests get their first impression of your home from the entrance planting. So, it's important that you use choice material along your driveway and at the front door. Evergreen plants will give the entrance year-round beauty. Seasonal flowers will give color display.

PHOTOGRAPHS BY MAYNARD PARKER



• When the Walter Wurdemans bought this house, the tree had already been planted. They built the egg-crate treillage to tie house and tree together visually. Double-ring tree well makes tree important, keeps cars from bumping it. Curve of tree well leads eye to front door.

Henderson's GRAND PRIZE-WINNING ANNUAL GARDEN



This garden won the coveted "Bulkley Medal" of the Garden Clubs of America—for the finest garden for small homes in the International Flower Show in New York in 1950.

Now it can be yours—the same colorful collection that won the hearts and votes of the learned judges—Now you can have these exciting Annuals to bring new beauty to your garden—Each collection includes a picture and planting layout of the prize-winning garden. Use it or re-arrange to fit your needs. This garden is made up to give you flowers all summer long . . . Bright and beautiful in your garden . . . colorful and long-lasting as cut flowers in your home.

Here are the prize-winning varieties!

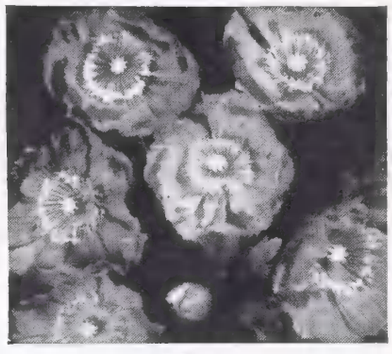
	Catalog Cost
AGERATUM—*Blue Perfection*	.15
ALYSSUM—*Carpet of Snow*	.15
SNAPDRAGON—*Royal Giants Mixed*	.25
CLEOME *(Giant Spiderflower)*—*Pink Queen*	.15
GOLDEN AFRICAN DAISY	.10
LARKSPUR SUPREME—*Mixed Colors*	.25
LUPINES—*Hartwegi Giants, Mixed Colors*	.15
MARIGOLD—*Flash*	.25
NEMESIA—*Triumph Hybrids*	.15
ZINNIA—*California Giants, Mixed*	.15
NICOTIANA *(Flowering Tobacco)*—*Daylight*	.25
PETUNIA—*Snowstorm*	.25
Total Catalog Value	$2.25

12 Large Seed Packets
12 Winning Varieties
a $2.25 Value!
only $1.50

Henderson's "Garden Specialties" Catalog for 1951 — Write for your copy today — IT'S FREE!

Peter Henderson & Co.
61-2 Henderson Bldg., 35 Cortlandt St., New York 7, N.Y.

NUT Trees — EASY TO GROW - QUICK TO BEAR
New Thin Shell Thomas Black Walnut, Hardy Chinese Chestnut, Quick, Heavy Bearers, Northern Pecans. ALSO FULL LINE of Nursery Stock fully described in Big Color Catalog. Write today.
Full Orchard in small space. Heavy bearers. Apple, Plum or Pear. Excellent fruit. Also full line of Standard Fruit, Nut and other trees, Shrubs, Berries, Flowers, etc. FREE COLOR CATALOG
DWARF Fruit TREES! BIG FRUIT
WESTHAUSER NURSERIES, Box 29T, Sawyer, Mich.



RARE CACTI
WINDOW GARDENER'S DELIGHT
Our 1951 colored catalog Lavishly illustrated. Hundreds pictured and described. Full cultural directions. A handbook of cactus lore FREE TO CUSTOMERS. If wanted for reference 10c is appreciated for mailing costs. For your copy Write Now to
JOHNSON CACTUS GARDENS . . . P. O. Box 4 PARAMOUNT, CALIF.

New
ICELAND POPPY
"Akarana" Scarlet
Brilliant scarlet-orange, this wonderful new poppy is *unique* and exclusive to Suttons of Reading, England. Send 40c for a packet to Suttons' Resident Representative,
G. H. PENSON,
Box 646, GLEN HEAD, N.Y.
Complete catalogue 10c, which can be deducted from your first order of $1.

25 for $5. TREES
3- and 4-year selected transplanted trees, 6 to 14 inches tall. 5 each of: Red and Scotch Pine, Norway and Colorado Blue Spruce, and Canadian Hemlock. Postpaid at planting time. For complete Evergreen catalog, Write Box 10-B.
MUSSER FORESTS, Inc.
Indiana, Pa.

QUICK RESULTS • LASTING BEAUTY
PLANT Allen's SHRUBS • ROSES
TREES • VINES • EVERGREENS
Glads—Phlox—Blue Hydrangea
Roses as low as 55c a plant. Everything to beautify your yard. Also vegetable seeds, fruits. *FREE* catalog. Write
FREE CATALOG
ALLEN'S NURSERIES & SEED HOUSE
Box 51 Geneva, Ohio

SUTTONS
OF READING
ENGLAND
The King's Seedsmen

BEAUTIFUL—COLORFUL
GLADS
Outstanding Varieties - Breath-taking Colors
Tall gorgeous blooms to brighten your garden—lovely cut flowers for your house. Choice show winning varieties. Every color of the rainbow. FREE catalog. Best values in nursery stock. Write now.
BLOSSOMLAND Nursery, Dept. 4 St. Joseph, Mich.

VIRDANS
AFRICAN VIOLETS

Virdans reputation for integrity, reliability and extra healthy plants guarantees that you will be satisfied. We have thousands of customers coast-to-coast who will attest to this.



NEW VARIETIES for SPRING

These are all strong, healthy plants, out of three inch pots, in bud or in bloom. Carefully wrapped, shipped by insured mail, guaranteed to arrive in excellent condition or your money cheerfully refunded. Cultural directions with each order.

WE PAY POSTAGE!

SNOW GIRL, pure white
SNOW PRINCE, pure white
DOUBLE SEA GIRL
ROSE MARIE
SUPREME DOUBLE NEPTUNE
Deep blue, perfect double flower
GORGEOUS BRONZE BI-COLOR, deep reddish two-tone blossom, bronze type foliage.

$3.50 each, or 2 for $6. Postpaid



VIRDANS FIRST AID KIT

Contains everything you need to protect valuable plants from insect pests. Enthusiastically used by thousands coast-to-coast. Easy to use, convenient; complete kit for only $3.00 postpaid in U.S.

VIRDANS "MAGIC" SOIL

Will make your violets bloom like magic. Complete instructions included. 3 lbs. postpaid $1.; 5 lbs for $2. postpaid. (West of Chicago add 25c)

VIRDANS PLANT TONIC

Keeps plants blooming. A little in water every two weeks will produce astonishing results in new and continuous blooms. 2 lb. package only $1. postpaid. (West of Chicago add 25c)

Write for African Violet circular

VIRDANS FARMS
Box 123-V Phelps, New York

"The Most Beautiful Flower That Grows"

reports an American Rose Society member, writing of PEACE. Members everywhere agree — PEACE roses are magnificent — pale gold to ivory, pink-flushed petal edges. Strong 2 yr. Plants, GUARANTEED TO BLOOM, $2 ea., 3 for $5 ppd.

Our FREE CATALOG shows Peace and many other fine roses in full colors; describes 129 varieties including latest ALL-AMERICA WINNERS.

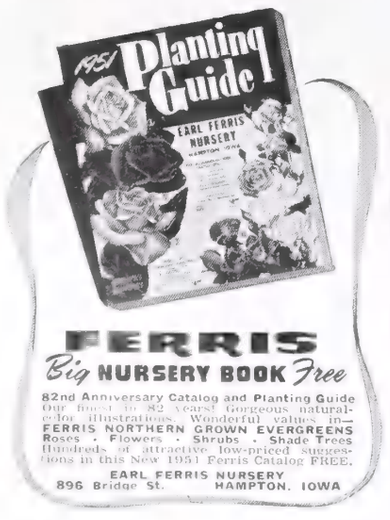
GET ACQUAINTED OFFER

3 Star Rose Plants, Our Selection. (Not including Peace). Includes popular, proved roses. VALUE AT LEAST $3.75 — $2 post paid

GUARANTEED TO BLOOM

THE CONARD-PYLE CO.
Robt. Pyle, Pres. West Grove 281, Pa.

LEADING ROSE DEALERS SELL PEACE



FERRIS
Big NURSERY BOOK Free

82nd Anniversary Catalog and Planting Guide. Our finest in 82 years! Gorgeous natural-color illustrations. Wonderful values in— FERRIS NORTHERN GROWN EVERGREENS Roses • Flowers • Shrubs • Shade Trees Hundreds at attractive low-priced suggestions in this New 1951 Ferris Catalog FREE.

EARL FERRIS NURSERY
896 Bridge St. HAMPTON, IOWA

THE MAN BEHIND THE HOE

CONTINUED FROM PAGE 150

on a given planting date will insure better pollination. Make this double row as short as you like, and then complete the rows with later corn or some other vegetable.

INTERPLANTING IS A SPACE-SAVER. Alternating rows of vegetables that mature quickly with those that require more space is an old trick but still very useful in small gardens. For example, plant a row each of earliest lettuce and beets. Then skip a row and put in radish and early cabbage. These will be well under way when it comes time to put in tomatoes, peppers, squash, and cucumbers in the open row.

SUCCESSION CROPS ON THE SAME SOIL. Many late crops may be planted in the same rows where early ones grew before. For example, where you had early peas, make a planting of beets for fall or reserve the space for a late summer planting of spinach. Plants of late cabbage and cauliflower may often be set where early vegetables are removed. As the first crop probably used up a lot of available plant food and sub-soil moisture, a second fertilization and good watering is a must before planting the second crop.

A FINAL SUGGESTION. The most common mistake in planning vegetable gardens is lack of diversification in time of seeding. There is no point in having a large planting of cabbage reach maturity in midsummer when corn, beans, and other warm-weather vegetables are at their prime. Have a few cabbage for summer, but reserve the main planting for fall maturity when quality is best and they will keep well in the garden without splitting. Make your large planting of beets and carrots in early summer so they will be right for fall use and for storage. Make at least two plantings of beans and even more of corn to insure a spread in harvest. Maturity dates on the seed packets will help you decide on planting time for given varieties.

—Keith Barrons

A GARDEN IS AMERICAN STYLE

CONTINUED FROM PAGE 58

Harwell Harris did the first truly modern house-and-garden-together in 1934. And it has been brought to its fullest flower in the last 15 years by such men as Thomas Church on the West Coast and Thomas Baird on the East Coast. HOUSE BEAUTIFUL predicts it will be the prevailing style in outdoor design for the next several decades.

AN OLD house can add an American Style garden, providing there is some big glass opening to give visual, plus actual, access between house and garden. (See pages 66 and 67.)

For the very core of this new style in gardens is a high integration between the house and its site.

This new kind of garden is not equally prevalent, as yet, in all parts of the United States, though it is spreading rapidly to everywhere. Several factors have delayed its spread, just as they have retarded the appearance of the American Style house. One of them is our recent love for New England architecture and all it stands for. Cape Cod cottages were geared for cold New England winters, and they certainly make it hard to think of the garden as being a year-round extension of the house itself. From the point of view of the Eighteenth and Nineteenth Cen-

(*Continued on page* 154)

WRITE NOW FOR GOVE'S Gladiolus Book

80 Pages — Beautiful Pictures

I believe my catalog is the best, largest, most up-to-date book published on Glad Culture.

I list 450 leading varieties—including this year's top introductions, old and new favorites and the best from the WORLD'S leading hybridizers. Many special collections of wonderful value. You'll like the 12 Groupings—earliest, tallest, most beautiful, fragrant, miniatures, giants, etc. Write today for this big GOVE GLAD BOOK sent anywhere for 6c stamps.



CHAMPLAIN VIEW GARDENS
Elmer Gove Box B-2 Burlington, Vt.

WATER LILIES
guaranteed to grow



America's most complete aquatic catalog from oldest and largest water garden specialists. Profusely illustrated in natural colors. Helpful directions show how to succeed with aquatic plants. Tells all about Tricker's large, healthy plants. Guaranteed to grow. Surprisingly low prices. Write for copy today! (Canada 15 cents.)

FREE



Wm. Tricker, Inc.
2108 Brookside Avenue, Saddle River, N. J. or 2126 Rainbow Terrace, Independence, Ohio

EVERBLOOMING
ROSES
PERENNIALS
MAGNOLIAS
EVERGREENS
SHADE TREES
NEW SHRUBS
FRUITS

Plus scores of other items to help you beautify and increase the value of your home grounds. Complete line of the newest and best in Nursery Stock. Grown, Packed and Shipped in the most Modern Manner.

FREE "GLORIES of the GARDEN"

Shows you in natural color the newest and best in all types of plants. 55 years of experience is your assurance of Superior Quality. Write for FREE copy of this helpful book

The KRIDER NURSERIES, Inc.
Box 203, Middlebury, Indiana.

RHODODENDRONS

Beautiful evergreen foliage! Gorgeous white pink flowers! Fast growing! Strong, healthy plants! You'll want several for lawn and garden

RHODODENDRON CATAWBIENSE — Low growing. Flowers in shades of pink and rose
8 to 10 in. plants—3 for $2.50; 10—$6.9 100—$60.00.
10 to 12 in. plants—3 for $3.00; 10—$8.7 100—$75.00.

RHODODENDRON MAXIMUM — Grows medium height. Blooms shade from white shell-pink.
5 to 10 in. plants—3 for $2.50; 10—$6.9 100—$60.00.
10 to 12 in. plants—3 for $3.00; 10—$8.7 100—$75.00.

Write for our BIG, FREE 1951 CATALOG full color. Satisfaction Guaranteed.

KELLY BROS. NURSERIES, INC.
51 Maple St., Dansville, N. Y.

Prize-Winning GLADIOLUS



You can plan on "out this-world" results with Moses Top Qu Gladiolus. Our new color catalog, just features the best new varieties, old fa ites. It's helpful for beginner or ex Write for a copy today.

ALFRED L. MOSES
42 Lake Ave. Lima, New

Have Beauty-Save 40%-Pla
BABY EVERGREEN

Year around beauty for half the usual cost. All are high quality, popular varieties, once transplanted. Satisfaction Guaranteed. Described in FREE bargain catalog.

FRE CATAL of Perenn Shrubs, R Fruits, G Write N

BLOSSOMLAND Nursery
Dept. 15 St. Joseph, Mich.

CHINESE



SCIENTIFIC "Wick-Fed" PLANTE
Wonderful Gifts
Exceptional for African Violets

Exotic modern PLANTER actually promotes growth—brings gorgeous beauty to your plant. SPECIAL RESERVOIR stores water for days. SPUN WICK feeds liquid food and moisture in correct quantities. Allows air to penetrate to roots—NO DRIP, NO ROOT ROT! Stunningly designed in durable Styron: RED, YELLOW and COPPER—5½" size. Detachable reservoir-tray is lustrous ebony. Order six or 12 and SAVE! Money back Guarantee. Sent postpaid. (Salesmen, Agents WRITE.)

2 for $2.00
6 for $5.00
12 for $9.00

PHILLIPS CO., Barryton 41, Mich.

TWO-LEVEL GARDENING STARTS WITH STEPS

CONTINUED FROM PAGE 149



Header boards (ordinary 2 by 4's) make these brick steps dramatic and let you avoid the fuss and expense of laying the bricks in concrete or mortar. Bricks here were laid on a bed of packed sand (no mortar). Eckbo, Royston and Williams, landscape architects.

PHOTOGRAPHS BY MAYNARD PARKER



Concrete is foreign to plants and gardens, so if you decide to introduce it into your garden design, plan to dramatize its use by calling attention to it frankly as a feature. Here the steps are edged in wooden header boards painted black as an eye-catcher.

(Continued on page 156)

RUSTICRAFT WOVEN PICKET FENCES
Imported and Domestic

A practical fence of great charm, which meets many needs. Available in two styles, either French Chestnut saplings (Imported), or split Cedar (Domestic). Also in two types, CLEFT (1/4" space between pickets) or CLOSE (pickets butted tight together). Made in several heights. Easy to erect from the instructions we furnish. Never needs painting. Gates to match.

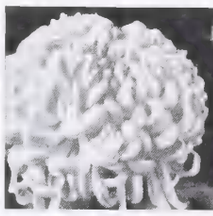
Benefit from our 30 years experience

Imported French Picket Fences, Woven Cedar Picket Fences (Domestic) English Hurdle Fences, Post and Rail Fences, "Won't-Sag" Farm Gates, Self-Locking Field Gates, Children's (Outdoor) Play-Yards



Gives privacy and protection—
Screens out objectionable views.
Provides Indoor privacy outdoors.

Send For Booklet
Rusticraft FENCE CO.
DAVID TENDLER Est. 1918
6 KING ROAD, MALVERN, PA.



Exquisite, Unusual
GIANT MUM

Send for FREE BOOK

Saucer-size greenhouse mums. 5 breath-taking varieties . . . all featured in our big, colorful 1951 catalog. Also giant English, button, cushion, spoon, exhibition, and other prize chrysanthemums. ROSES, BULBS, SHRUBS . . . hundreds of varieties. Write for our unusual, informative catalog today.

102nd Anniversary Year
SPRING HILL NURSERIES, Tipp City, Ohio, Dept. E-36

ROOVERS—SAMPLE
MAKE YOUR OWN METAL GARDEN MARKERS



ROOVERS Label Embosser is the first practical life-time device for making indestructible metal labels for all plants, shrubs, trees, etc. NEW PATENTED SELF-CONTAINED HOLE-PUNCHING DEVICE makes this metal-marker indispensable to nurserymen, florists, growers. Tells instantly what is growing where. Great fun to spell out the label and EMBOSS, with easy pressure, in beautiful raised letters on spray-and-acid-proof metal. Any desired wording or length. Great for marking equipment, tools, etc. Not a "gadget", but a real indispensable tool to put your garden on parade. Complete, with instructive circular, $25, postpaid in U. S. and Canada, plus 10% U. S. Excise Tax. $2 extra for Special gift box. Money-back guarantee.

ROOVERS, Joseph M. Lotsch, Pres.
40 PARK ROW, New York 7, N. Y.

FRENCH HYBRID Lilacs
1½-2' grade: 3 for $5
Order best varieties for home planting selected by experts from Highland Park collection in Rochester, N. Y. FREE catalog.
FLOWER CITY
18 Lilac Lane EAST Rochester, N. Y.



Famous TYLER ROSES
Free Illustrated Catalog and "Hints on Care and Culture of Roses." Trial Offer: Send $2.00 for four 2-year-old field-grown bushes, all different. World's best varieties—guaranteed.
McCLUNG BROS. ROSE NURSERY
Route 5, Box 275-D Tyler, Texas

WATER Lilies
FREE CATALOG
Illustrated In Color
Everything For The Lily Pool
SLOCUM WATER GARDENS Dept. H-2, 950 Front St. Binghamton, N. Y.

Make Your Garden the Showplace OF YOUR NEIGHBORHOOD!
SELECT your SEEDS and BULBS from the Max Schling Catalog SPRING 1951
Hundreds of new ideas and helpful gardening shortcuts. Novelties, imports, choicest standard varieties, many exclusives. Gorgeous color illustrations. Only 25c, credited against any purchase of $2.50 or over.
MAX SCHLING SEEDSMEN [illegible] MADISON AVENUE, NEW YORK 22, N. Y.

America's Best Buy



100 INTER-STATE GLADS $2.00 POST PAID
THESE FINE BULBS 1" OR MORE ACROSS (DIAMETER)
THE FAMOUS RAINBOW COLLECTION! DOUBLY GUARANTEED

The Blossoms actually measure 4 to 6 inches across! It is easy to grow 100 of these dazzling beauties in your garden for just $2.00. This outstanding collection, doubly guaranteed to please you when you receive bulbs and when they bloom, would ordinarily cost you $4.00 if you chose the individual varieties from our catalog. Many are flower show prize winners. Order plenty at this special price.

Send for your FREE copy of Inter-State's 1951 84 page Spring catalog.

Natural color photos display Inter-State's guaranteed nursery stock and seeds. It's full of bargain values. Over 1000 different selections PLUS practical gardening information from America's largest Direct-to-You Nurseries. Catalog included in every order—or send postal card for catalog only!

INTER-STATE NURSERIES
HAMBURG, IOWA—BOX 821



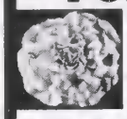
FREE!

America's Most Beautiful and Complete

ROSE BOOK & GARDEN CATALOG

5 Big Sections in Natural Color. Features GERMAIN'S All America Award Winning Roses for 1950-51, MISSION BELLS and CAPISTRANO, plus scores of world's finest ROSES, FLOWER SEEDS, BULBS, PLANTS, NOVELTIES, etc. Scores of SPECIAL COLLECTION and BARGAIN OFFERS! Write TODAY for FREE Copy.

$1-SPECIALS-$1



GIANT FLOWERING CAMELLIA TYPE BEGONIAS
Loveliest of all shade loving plants —also ideal indoor pot plant. One each Red, Rose, Yellow, Pink, White plus 1 new Hanging Basket Begonia. 6 Bulbs, Special Only $1



PINK CALLA LILIES
Most exquisite and rare of all Calla Lilies. Dainty flowers 2 to 2½ in. across of orchid pink shade. Wonderful pot plant. Amazing low price. 6 Bulbs, Special Only $1



FANCY LEAF CALADIUM
Unexcelled as pot and window box foliage plants. Exotic, brilliantly colored 2 and 3 tone harmonies—Reds, Coral Pinks, Rose, Greens, etc. Take little care. 5 Bulbs, Special Only $1

RAINBOW GLADIOLUS
For huge gorgeous blooms this summer in a riot of your favorite colors, 5 each Red, Yellow, Pink, Lavender, White plus 1 special Novelty Bulb. 26 Bulbs, Special Only $1

ANY $1 3 Specials only $2.75

GERMAIN'S SINCE 1871 Order Today! WRITE DEPT. HB-2 LOS ANGELES 21
HORTICULTURAL SPECIALISTS SINCE 1871

10 NORWAY SPRUCE $1



10 Norway Spruce, 4 yr. transplanted, 4 to 8 in. tall — only $1 postpaid. 25 for $2! Another Bargain: 25 Evergreens, $3 postpaid; all transplanted, 3 to 5 yrs. old, 3 to 10 in. tall. Five each American Arborvitae, Balsam Fir, Mugho Pine, Scotch Pine, Black Hill Spruce, all 25 for $3. (West of Mississippi River add 25c.) Free illustrated price list of small evergreen trees. ALL TREES GUARANTEED TO LIVE
WESTERN MAINE FOREST NURSERY CO.
Dept. HB-21 Fryeburg, Maine

Premier Peat Moss
PEPS-UP YOUR SOIL
get it at your dealer's
Premier Peat Moss Corp., 535 5th Ave., New York 17

FREE 48-PAGE FULL-COLOR BOOK OF PRIZED ROSES



Brand-new 48-page Spring 1951 Catalog shows in *full color* hundreds of the world's finest roses and perennials — Floribundas, Hybrid Teas, Climbers, Tree Roses, delphiniums, mums, etc. Catalog also contains garden hints, expert advice, shows how to save money. *All plants guaranteed to live & bloom.* Mail coupon *now!*
JACKSON & PERKINS CO.
Newark, NEW YORK

JACKSON & PERKINS CO.
329 Rose Lane, Newark, NEW YORK
(World's Largest Rose Growers)
Please send me, FREE, a copy of your new Spring 1951 Catalog of Roses & Perennials.
Name .....
Address .....
City ..... Zone ..... State .....

A GARDEN IS AMERICAN STYLE

CONTINUED FROM PAGE 152

turies and their obsolete technologies, a garden could be little more than a picture, framed by small panes of expensive, heat-losing glass.

But climate limitations are not the only explanation. Williamsburg, Charleston, and Savannah have mild winters, yet their houses show no more intimate a relation with their gardens than those of Philadelphia or Boston.

Perhaps the larger reason is the persistence of the formal garden tradition along the Eastern Seaboard. The East tended always to reflect Europe's interest in gardens, which were only *visually* related to the house. And, whether in 1750 or 1950, whether it was the Brothers Adams or Le Corbusier, this relation was formalistic. It was designed to impress the visitor coming up the front drive rather than to give the occupants a vivid and intimate relationship with their own grounds. Even when they achieved a visual relationship between indoors and out, there was seldom any actual, easy communication. The gardens themselves were designed primarily to be *looked* at. Aside from an occasional lawn fete or garden party, there was no thought of their being living space. Probably one of the reasons why the modern American Style garden was so slow in appearing on the East Coast was because the European Modern or International Style prevailed there for so long. The European Modernists don't feel it so important that the house should adjust itself to the situation of land contours. The prevalent European modern idiom even likes to put the structure up on stilts, actually divorcing it from the land on which it stands.

SO, this new kind of garden means starting with the site plan. This should be done *before* you build, as a collaboration from the very start between the house architect and the landscape architect.

The importance of this preliminary planning cannot be overemphasized. It determines whether or not you will make the best use of your space, whether you will be able to get in and out with your car, whether there will be provision for guest parking, for hiding the clothesline, whether you will be able to get a wheelbarrow and all other wheeled tools to all parts of your property.



Orlyt GREENHOUSE
THIS MODEL $450
Now is the time to order that new greenhouse you've always wanted. Have fresh flowers in abundance and seedlings by the thousands to set out this spring. Orlyt is simple to put up, any time, anywhere. Sections go together with bolts and screws. $450 buys the 10 by 11 ft. Orlyt pictured ready to go on your foundation. Other greenhouses and lean-tos from $210. Automatic heat and ventilation available. Ask for Booklet No. 98.
LORD & BURNHAM
IRVINGTON, N. Y. DES PLAINES, ILL.

Everblooming ROSES



COLOR CATALOG FREE

"Sutter's Gold," "Tallyho", "Peace", "Forty-niner" and other New and Better Roses, also Roses without thorns, all shown in natural color in New issue of "Glories of the Garden". Complete line of Shrubs, Perennials, Berry Plants, Shade, Fruit and Ornamental Trees. Write for Your FREE Copy of this Helpful Book Today.
THE KRIDER NURSERIES, Inc.
Box 288, Middlebury, Indiana.

Kellogg's Tousle-head New MUM



Biggest, most beautiful outdoor Mum yet originated. Huge flowers in glorious clusters; colors vary from light pink to deep orchid. Many blooms . . . broad leaves. Praised by all flower lovers. A worthy member of the Kellogg family.
A Hothouse Type that Grows Outdoors
FREE Send now for helpful new book, "Famous Flowers and How To Grow Them."
R. M. KELLOGG CO., BOX 706, THREE RIVERS, MICH.



GIANT 5 YR. OLD BLUEBERRIES
Nothing you can plant gives so much pleasure! Luscious berries big as a nickel. Tantalizing flavor, big yield often pays over cost of plant first year! Beautiful ornamental foliage. Two 2-yr. old $1.40. Two 3-yr. old $2.25. Two 5-yr. old $6.50. Two 7-yr. old $7.50. All Preconditioned. Order Today. ALSO STRAWBERRIES, BOYSENBERRIES, RASPBERRIES, Fruit & Nut Trees, Shrubs, Flowers, etc. COLOR CATALOG FREE
WESTHAUSER NURSERIES, Box 21T, Sawyer, Mich.

Low Cost—Full Size Fruit in Small Space
DWARF FRUIT TREES
Now, grow Apples, Pears, Plums in your own backyard. Dwarf trees take little space—are very ornamental. Satisfaction Guaranteed. Write for FREE bargain catalog.
BLOSSOMLAND Nursery
Dept. 23 St. Joseph, Mich.
FREE CATALOG of Perennials, Shrubs, Roses, Fruits, Glads. Write Now.



FREE CATALOG
GLORIOUS Roses
Gorgeous, hardy, ever-blooming varieties. Special collections. Shown in full color in BIG, FREE 1951 CATALOG. Satisfaction Guaranteed.
KELLY BROS. NURSERIES, INC.
51 CLAY STREET DANSVILLE, NEW YORK

But the necessity of a good plan has other aspects. It will tle the problems of drainage the location of sprinkler heads will determine whether you be able to get the sun and wind where you need them, keep them out of places you d It will keep the living areas in garden usable in relation to house.

For instance, a small differe in level, even one step down, tween a terrace and an inside r forms a use barrier between two. Only when this prelimi planning, which is concerned the form of the garden, is pleted can you begin to think the horticultural aspects of the plant content of the garde

FORM and content are the main elements to be consid in garden making. Call it art horticulture—they're still the s things. It is the skillful blen of these two elements which g the new American Style Ga its distinctive features, w makes it a modulation from nature to pure art. The best dens tend to keep a balance tween the two.

If you want to have this kind of garden, you have to toward three basic goals. The is to plan the garden for livab and practical maintenance. have talked of this in relatio the site plan. But the site pla a garden, like the floor plan house, is only the beginning. want your landscape architec build a work of art, in which details must be subordinated t whole. In the total picture, in w he is interested, the essential t is the whole—something in w everything in view (plants cluded) must play a role, contribute to the ensemble.

It is fatal to allow yoursel him, to think in terms of fav plants. Instead of asking hi he likes the plants you like, him (and yourself) what it is you both wish the plants to d it is a vine, is it to cling tig and preserve the shape of a or is it to grow loosely and an undesired shape?

The requirements we sh make of plants in a garden many: to block a view, repe line, emphasize structure, or as a ground cover. Or perhaps main requirement is for a which will do each of these w and in any given situation. S will do it eagerly and obligi Others will be reluctant and have to be coaxed.

32 Page Colorful
ROSE CATALOG FREE!
140 varieties of all your rose garden favorites, All America Top-Ten Winners and the 1951 AARS Winners.
WRITE FOR YOURS TODAY!
ARP ROSES INC.
P. O. Box 178-E Tyler, Texas

WATER LILIES
Beautiful New 1951
CATALOG SENT FREE. Lavishly illustrated in Natural Colors. Prepaid California prices. Huge flowering 2 year old Blue Triumph Tropical Water Lilies post-$3.50. A glorious pool. Full Instructions
HNSON WATER GARDENS
Box G PARAMOUNT, CALIF

REE COLOR PHOTO CATALOG
See beautiful color photos of new creations for your garden, orchard, landscaping. The latest in roses, ornamentals, shrubs, flowering trees, fruits. Write for FREE book today.
Andrews Nursery Co., Box 608, Faribault, Minn.

Your RICAN IOLET talog
WINDOW GARDENERS SEND FOR YOUR COPY OF THIS BIG 24 PAGE CATALOG • MANY VARIETIES ILLUSTRATED IN COLOR • AFRICAN VIOLETS IN BLOOM $1.25 & UP-POSTPAID AND GUARANTEED
FREE
MRS. JENNIE SPOUTZ
13310 STATE FAIR NO. 3
DETROIT 5, MICH.

T TREES, STRAWBERRY, RASPBERRY AND BLUEBERRY PLANTS
Nut and Shade Trees, Grape Vines, Flowering Shrubs, Evergreens. Over 80 years service to planters—Guarantees Satisfaction. New Free catalog illustrates, describes complete line—gives many cultural hints, makes selection easy—write today.
BOUNTIFUL RIDGE NURSERIES
Box N-21, Princess Anne, Md.

RARE HARDY AZALEAS
REENS, Yews, Pieris-Japonica, Japanese Junipers, Enkianthus, Boxwoods, Brooms, Pyracantha, Flowering Crabs, Birch Trees. ork Bark Euonymus, Cotoneasters, Viburnum-Other Viburnum, Vitex-Macrophylla. Rare ng Shrubs and Trees, Magnolias 10c to $1.00 zaleas in variety $15.00 per 100. Send for 50 Rare Plants.
NWOLD NURSERY, NESHAMINY, PA.

RE FLOWERS
A thousand unusual flowers interestingly described in the illus-

Normandy Group by Drexel
156 *Tell City Rocking Chairs
2 Weiman Tables
138 *Union National Unite Bedroom Chest
20 *United Furniture Corp.
120 *Warfield Tables by Brandt
143 Widdicomb Furniture Co.

LINENS & BEDDING
Front
ver Springfield Blankets

MATTRESSES
145 *Perm-A-Lator Wire Insulators for Mattresses

RADIOS, PIANOS, MUSICAL INSTRUMENTS
128 *American Society of Piano Technicians
7 *The Children's Record Guild
31 *Concert Hall Society
1 Dumont TV
113 *Everett Pianos
R G-E Block Daylite TV
06 Magnavox Radio, TV, Phonograph

If your favorite plants will play their roles in the whole correctly and do *what* is needed, *where* they are needed, *when* they are needed, then it is all right to use them. But if they won't, to drag them in regardless is the surest way to spoil your garden. If common, easy-to-grow plants can do a job better than exotic or demanding-to-be-pampered ones, then by all means take the ones which will do the job best. In the development of the American Style garden we are after an over-all effect, and plant health and well-being matter as much as beautiful over-all design.

Intimately relating the house to the ground is the second goal in creating an American Style garden. Look at your house and see if this has been done.

Does your house look as if there were any reason for its being exactly where it is? Or does it look as if it had been located by accident, borne in on some invisible tide which has left it stranded? Or does it look as if it had been set in a clearing, and is making a pitiful attempt to resist the encroachments of the environment? Has the attempt to relate the house and garden, visually, been made solely by foundation planting, giving the appearance of a roast, garnished by a fringe of radish roses and celery curls?

TO MAKE a house which looks as if it grew gracefully out of the ground is, basically, an architectural problem, which is why you should retain a landscape architect rather than a horticulturist. Skillful handling of the garden can do much to make house and garden appear to be on speaking terms. Walls, terraces, and walks may reach out and enclose part of the garden as part of their organic form by interlocking geometric house forms with flowing geometric garden forms.

By keeping the natural and arti-

137 *Crawford Door Co.
114 *Modernfold Doors
135 *Pella Rolscreen Co.
141 *Pittsburgh Plate Glass
6 *Thermopane

WOODWORK
125 *Bruce Hardwood Floors

MISCELLANEOUS BUILDING
144 Dowflakes
132 *Genuine Clay Tile
146 *Mississippi Structural Glass
121 *Weldwood Plywood Walls

Gardening

FENCES, GREENHOUSES, TOOL & GARDEN ACCESSORIES
150 Clinton Engines
155 *Dubois Fence Co.
148 *Moto-Mower
154 *Orlyt Greenhouse
153 Roovers Label Embosser
153 *Rusticraft Fence Co.

BETTER YOUR HOME • BETTER YOUR LIVING

Finest GIANT ZINNIAS Ever Introduced!
Burpee HYBRIDS
The Loveliest New Flowers Ever Created
Huge, graceful, fluffy flowers with artistic ruffled petals in many gorgeous tones, up to 6 in. across. The lovely colors have a glowing radiance that is new to Zinnias. Striking in the garden, exquisite in bouquets and arrangements. 3-ft. plants.
Enjoy Them All Summer and Fall
Perfected in more than a decade of research on our Floradale Farms. Easy to grow. SPECIAL, postpaid: 225 Seeds $1.00; ¼ oz. $2.75; Oz. $10.00.
Be sure of your seeds, *Order Today!*
EXTRA LONG STEMS
75th Anniversary Burpee Seed Catalog FREE
Burpee Seeds Grow!
W. Atlee Burpee Co.
532 Burpee Building, *at nearest city:*
Phila. 32, Pa. *or* Clinton, Iowa *or* Riverside, Calif.

Flowering HOPA CRAB
This marvelously beautiful Hopa Crab deserves every bit of its immense popularity. Grows quickly into a shapely round-topped tree that is a mass of fragrant bright pink flowers in the spring, followed by a big crop of bright red crab apples that are not only highly ornamental but excellent for jelly. No other flowering crab equals it in beauty and fruit.
Heavy 5 to 6 ft. trees, blooming size, 2.50 ea.; 2 for 4.50.
Hundreds of the world's finest TREES, SHRUBS, ROSES, FLOWERS and FRUITS in beautiful 24-page catalog.
FREE CATALOG ILLUSTRATED IN COLOR
WILLIS NURSERIES
288 ARBOR OTTAWA, KANS.

FREE
GERARD K. KLYN'S 1951 EDITION Little Rose Book
1951 Advanced Edition
GERARD K. KLYN'S Little Rose Book
Reveals the spectacular and exquisite colors of the newest, as well as older varieties. For our own Northern Ohio Grown, superior roses, write for your copy of our "Little Rose Book" now.
GERARD K. KLYN, INC.
Growers of "De-Bloom" Field Grown Roses
78 Hopkins Road, Mentor, Ohio.

FREE
colorful, new CATALOG
World-Famous Glads
America's finest garden flowers. Exhibition quality. Many rare varieties. Easy to grow. Low prices. Other flowers too.
Send postcard today . . .
KUNDERD Gladiolus
KUNDERD GLADIOLUS FARMS
921 Lincoln Way, Goshen, Ind.

Brand's WORLD FAMOUS PEONIES
AND VERY FINEST HI-GRADE FRENCH LILACS
ALL GROWN ON THEIR OWN ROOTS!
FLOWERING CRABS
OF HARDY WONDROUS SIZE & BEAUTY!
SEND FOR BEAUTIFUL TRUE COLOR CATALOG
Hundreds of world's finest, hardiest flowers, shrubs, plants, trees. Enclose 25c with request . . . deductible from first order of $3.00 or more. Deduct 50c on $5.00 order or more.
BRAND PEONY FARMS 144 E. Division St. FARIBAULT, MINN.

DAHLIAS By DAHLIADEL
Our 1951 Catalog offers 100 HARDY CHRYSANTHEMUMS, and 400 of the BEST in DAHLIAS, from the largest Novelties that are so spectacular for exhibition, down to the popular Miniatures, and the smallest Pom.
CATALOG ON REQUEST. Ready in February.
Grow Parish Pot Grown DAHLIAS
DAHLIADEL, Box 85, Vineland, N. J.

CLEMATIS
CLIMBING VINE of RARE BEAUTY
Easy-to-grow, hardy—produces a profusion of delicate flowers in spring and early summer. Ideal for fence, trellis or wall. 38 varieties in wide color selection, valuable cultural information in our free colorful catalog—Write today.
JAMES I. GEORGE & SON, Box E, Fairport, N.Y.

DUBOIS
Reg. U. S. Pat. Off.
WOVEN WOOD FENCE
Affords privacy and protection. Beautifies and screens from automobile glare. For country estate, suburban home, city lot or penthouse. Makes a lovely background for garden vines and plants. Moderate prices. Easy to erect. Never requires painting. Lasts for a generation.
3 styles—Close Woven—Close Cleft Open Cleft
Heights 18", 3' 10", 4' 11", 6' 6" & 8'
DUBOIS Old Fashioned Post and Rail Fence
The favorite fence for suburban and country homes. Hand split chestnut, with either chestnut or locust posts. 2, 3 or 4 rail styles, 4 feet high, creosoted post ends.
Also makers of DuBois 4 and 5 Bar Hurdles.
Write for free folders
DUBOIS FENCE & GARDEN CO., Inc.
342 Madison Ave., N. Y., N. Y.
Ridgefield N. J. 3990 Chevy Chase Dr. Los Angeles

TELL CITY Rocking CHAIRS

No home should be without the cozy comfort of these period pieces. Handcrafted in Victorian, Windsor, Early American—right height for sewing and reading—right size for everyone in the family!



No. 4526½NP ROSEBACK Cushioned seat in simulated Needlepoint Height 29⅛"

at all better stores

CHAIRMAKERS SINCE 1865

WRITE FOR FREE "Guide to Good Chairs" Enclose 25c for extra decorator book

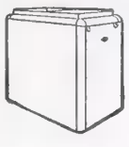
TELL CITY CHAIR CO. Dept. 2—TELL CITY, IND.



HAARTZ BUILD HOME ON ANDOVER HILLSIDE, INSTALL DELCO-HEAT

This is the attractive new Carl Haartz home, in Andover, Massachusetts. Mrs. Haartz writes, "I have noticed that with humidified heat I can keep my home at a lower temperature and still feel very comfortable. Our Delco-Heat Conditionair gives the quickest-responding heat we've ever had."

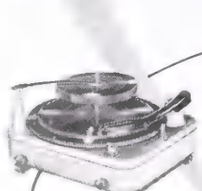
Thousands of Delco-Heat users, in new homes and old, know that General Motors builds the best. And they've found that Delco-Heat Retail Distributors are heating experts who know how to install the units right! Cross Coal Co., Lawrence, Massachusetts, installed the Haartz' Conditionair.



Delco-Heat Conditionair—with exclusive "Roto-power" Oil Burner—automatically heats, cleans, humidifies and circulates the air in your home. For automatic heat with any type of fuel, see your nearest Delco-Heat Retail Distributor.

FREE—Write for literature on Delco-Heat Oil-fired Conditionairs. Address Dept. HB-31, Delco Appliance Division, General Motors Corp., Rochester 1, New York.

Read what other Delco-Heat users have to say—see pages 134, 145.



most everyone prefers a V-M tri-o-matic* PHONOGRAPH

automatic record selection (all speeds, all sizes) • automatic shut-off • protects records • simple to operate • superb tone • neat, functional styling • Demonstration? Ask your radio-record dealer!

*the "phono" in most top-brand radio-phono combinations

WHAT CAMP *will do the most for* MY *child?*

Every year Cosmopolitan Magazine's experienced, college-trained staff helps hundreds of perplexed parents solve their children's summer placement problem. This individualized Camp Information Service is available to you, too . . .

WITHOUT COST OR OBLIGATION

Just write, or telephone Columbus 5-7300. Ext. 446, giving age of child, special hobbies or interests, approximate rate you expect to pay and the preferred location. Address Director:

COSMOPOLITAN CAMP DEPARTMENT
57th St. at 8th Avenue, New York 19



Majestic INDOOR INCINERATOR

Your wastepaper *PLUS* unique downdraft burning does the trick! You just drop it into the Majestic Incinerator—along with your *wet and dry garbage*. When filled—light it and leave it. And you're free of two nuisances—in one simple *guaranteed* operation! Right in basement or utility room. Clean, quick, sanitary! Unit low-cost. Easily connected to furnace flue. The Majestic Company, 380 Erie St., Huntington, Indiana.

WRITE FOR THIS FREE FOLDER

"Another Majestic Product"

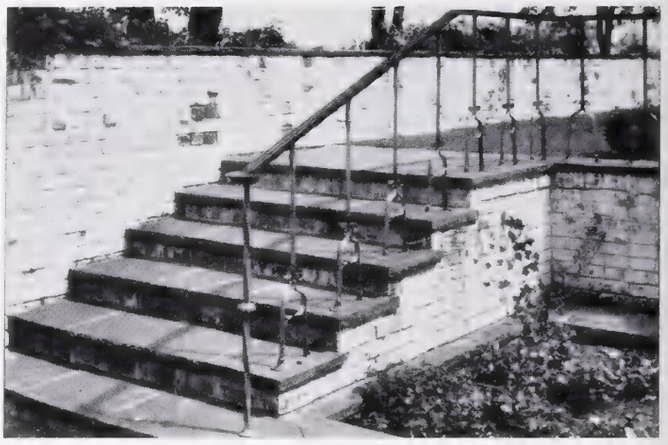
TWO-LEVEL GARDENING STARTS WITH STEPS

CONTINUED FROM PAGE 153

PHOTOGRAPH BY MAYNARD PARKER



• When your field stones are too small to make a broad step, combine them in pairs, as here, to get an over-all effect of massive scale. Pair them parallel with the direction of the flight of steps to hurry the eye along in a sweep that ignores construction detail.



• These formal steps can repeat the air of elegance of a grand stairway indoors. They immediately set the tone of the two gardens they join together so effectively. Peter Cascio, landscape architect.

TWO PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

he likes the plants you like, him (and yourself) what it is tha you both wish the plants to do. it is a vine, is it to cling tightl and preserve the shape of a wal or is it to grow loosely and hid an undesired shape?

The requirements we shoul make of plants in a garden ar many: to block a view, repeat line, emphasize structure, or ac as a ground cover. Or perhaps th main requirement is for a plan which will do each of these well and in any given situation. Som will do it eagerly and obligingly Others will be reluctant and wil have to be coaxed.

conditioned. Order today. ALSO STRAWBERRIES, BOYSENBER- RASPBERRIES, Fruit & Nut Trees, Shrubs, etc.
AUSER NURSERIES, Box 21T, Sawyer, Mich.

Cost—Full Size Fruit in Small Space
WARF FRUIT TREES
ow Apples, Pears, Plums in n backyard. Dwarf trees tle space—are very orna- Satisfaction Guaranteed. or FREE bargain catalog.
SOMLAND Nursery 23 St. Joseph, Mich.
FREE CATALOG of Perennials, Shrubs, Roses, Fruits, Glads. Write Now.

REE ALOG
GLORIOUS Roses
Gorgeous, hardy, ever-blooming varieties. Special collections. Shown in full color in BIG, FREE 1951 CATALOG. Satisfaction Guaranteed.
LY BROS. NURSERIES, INC.
Y STREET DANSVILLE, NEW YORK

HOW TO BETTER YOUR HOME . . .

BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name and "BETTER your home . . . better your LIVING." An asterisk (*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

Home Furnishings

CHINA, GLASS, SILVER & TABLEWARE
134 *Alvin Sterling
116 *Cemar Tableware
158 Fisher Sterling
5 *Towle Silver
139 Russel Wright China

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE
112 Celanese Fabrics
107 *Hathaway Dot Curtains
111 *Masland Duran Plastic Upholstered Furniture
50 The Upholstery Leather Group

FIREPLACES & ACCESSORIES
133 *Heatilator Fireplaces

FLOOR COVERINGS (HARD SURFACE)
e Back
over Kentile Rubber Tile
29 Nairn Inlaid Linoleum

FLOOR COVERINGS (RUGS & CARPETS)
18 Lees Carpets
46 *Olson Rug Co.
143 *Priscilla Turner Hooked Rugs
150 *Union Loom
122 *Wunda Weve Cotton Rugs

FURNITURE
126 American Tropique Furniture
158 *Baker Furniture
135 Bodart Furniture
136 *Beacon Hill Furniture
39 *Cavalier Bedroom Furniture
128 *Jane Cook Side Chair
52 *Dunbar Furniture
124 *Extensole Tables
147 Globe Furniture
144 Hickory Furniture
117 Jamestown Katherin Price Side Chair
111 *Masland Duran Plastic Upholstery
140 *Morganton Cherry Ranch Breakfront
51 *Normandy Group by Drexel
156 *Tell City Rocking Chairs
2 Weiman Tables
138 *Union National Unite Bedroom Chest
20 *United Furniture Corp.
20 *Warfield Tables by Brandt
143 Widdicomb Furniture Co.

LINENS & BEDDING
Front
over Springfield Blankets

MATTRESSES
145 *Perm-A-Lator Wire Insulators for Mattresses

RADIOS, PIANOS, MUSICAL INSTRUMENTS
28 *American Society of Piano Technicians
7 *The Children's Record Guild
31 *Concert Hall Society
1 Dumont TV
13 *Everett Pianos
G-E Block Daylite TV
06 Magnavox Radio, TV, Phonograph
140 *RCA Victor Records
145 Scott TV Phonograph & Radio
156 V-M Trio-O-Matic Phonograph

SHADES, BLINDS, WALL COVERINGS
142 *York Wallpaper

MISCELLANEOUS FURNISHINGS
128 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES
108 G-E Disposall
119 *Hamilton Automatic Clothes Dryer
147 *Hanovia Ultra Violet Quartz Health Lamp
105 *In-Sink-Erator Garbage Disposer
19 *St. Charles Kitchens
134 Slater Kloz-A-Lite
156 *Majestic Indoor Incinerator
145 Vita Mix
131 *Youngstown Kitchens Appliances

KITCHEN CABINETS
118 Tutch Latch

MISCELLANEOUS SUPPLIES
134 Aristo-Mats
123 *Chat Cleanser for All Automatic Dishwashers

Building

ELEVATORS
130 *Sedgwick Residence Elevators
157 *Shepard HomeLift & EscaLift

HEATING, VENTILATING & AIR CONDITIONING
127 *B & G Hydro-Flo Heating
139 *Burnham Base-Ray Radiant Heating
145, 134,
156 *Delco-Heat Oil Burners
115 *Minneapolis-Honeywell Thermostats
110 *Modine Convector Radiation
128 *Mor-Sun Furnace
134 *Webster Baseboard Heating
136 *Williams Oil-O-Matic Oil Burner
130 *Winkler L P Oil Burner
146 *Young Convector Radiators

INSULATION
117 *Johns-Manville Rockwool Insulation

PAINTS
138 *O'Brien Paints
157 *Ramuc Enamel For Pools
40 *Martin-Senour Nu-Hue Custom Color Paints

PLUMBING
30 Crane Plumbing
116 *Eljer Plumbing Fixtures

WINDOWS & DOORS
109 *Andersen Windowalls
137 *Crawford Door Co.
114 *Modernfold Doors
135 *Pella Rolscreen Co.
141 *Pittsburgh Plate Glass
6 *Thermopane

WOODWORK
125 *Bruce Hardwood Floors

MISCELLANEOUS BUILDING
144 Dowflakes
132 *Genuine Clay Tile
146 *Mississippi Structural Glass
121 *Weldwood Plywood Walls

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES
150 Clinton Engines
155 *Dubois Fence Co.
148 *Moto-Mower
154 *Orlyt Greenhouse
153 Roovers Label Embosser
153 *Rusticraft Fence Co.

SEEDS, BULBS, NURSERIES
151 *Allen's Nurseries & Seed House
155 *Alanwold Nursery
155 *Andrew Nursery Co.
149 *Armstrong Nurseries
155 *Arp Roses
151, 152,
154 *Blossomland Nursery
155 *Bountiful Ridge Nurseries
155 *Brand Peony Farms
150, 155 *W. Atlee Burpee & Co.
152 *Conard-Pyle Co.
152 *Champlain View Gardens
155 *Dahliadel
152 *Earl Ferris Nursery
153 *Flower City
155 *James I. George & Son
154 *Germain's
151 *Peter Henderson & Co.
153 *Interstate Nurseries
150, 154 *Jackson & Perkins
151, 155 *Johnson Cactus Gardens
154 *R. M. Kellogg Co.
155, 154,
152, 150 *Kelly Bros. Nurseries
155 *Gerard K. Klyn Inc.
152, 154 *Krider Nurseries
155 *Kunderd Gladiolus Farms
153 *McClungs Bros. Rose Nursery
152 *Alfred L. Moses
151 *Musser Forests Inc.
155 *Rex D. Pearce
152 *Phillips Co.
153 *Max Schling
150 *O. M. Scott & Sons Co.
153 *Slocum Water Gardens
155 *Spoutz
153, 155 *Spring Hill Nurseries
151 *Suttons of Reading England
150 *Three Springs Fisheries
152 *Wm. Tricker
152 *Virdans Farms
148 *Wayside Gardens
154 *Western Maine Forest Nursery Co.
151, 154 *Westhauser Nurseries
155 *Willis Nurseries

FERTILIZERS & INSECTICIDES
154 Premier Peat Moss Corp.

Automotive

17 Cadillac Motor Car

Books

3 Book of the Month Club Inc.
9 *The Heritage Club
37 *Homecrafts
41 Marboro Books

Foods & Beverages

137 Cresta Blanca California Burgundy
126 Dry Sack Imported Sherry
129 Garnier Liqueurs

Stationery & Cards

145 *Artistic Card Co.

Travel

49 *Canadian Government Travel Bureau
129 Canadian Pacific
Back Cover Moore-McCormack Lines
130 Union Pacific's Sun Valley

Miscellaneous

150 *"Little Joe" Wiesenfeld
156 *Cosmopolitan Magazine—Camp Dept.

Department, Furniture, Jewelry & Specialty Stores

13 *Mrs. Dorothy Damar
26 J. F. Day
35 *Colten's
27 *Georg Jensen, Inc.
25 R. H. Macy & Company
31 *Old Guilford Forge
12 Wilson-Jump



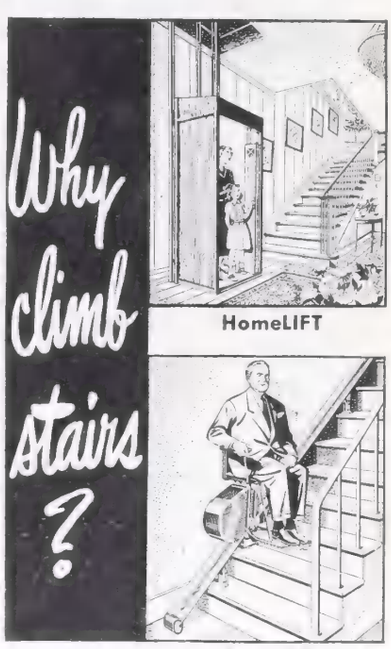
YES, here's new beauty for your pool — and real economy for *you!* It's RAMUC, the gleaming water-resistant enamel that eliminates expensive yearly paint jobs. It *seals* concrete surfaces with a hard, glossy tile-like finish — a satin-smooth finish easy to apply, easy to clean. RAMUC stands up *season after season* without chalking, peeling or blistering. And any of its 12 delightful colors will hold their original fresh tones indefinitely under the *strongest* sun!

Clear, flashing water!

Keeping pool water clean is a problem when algae (minute water plants) develop. But you can eliminate these unsightly growths *easily* with EXALGAE, a marvelous new liquid by the makers of RAMUC. A small amount of EXALGAE quickly clears away all algae and prevents further growth. Will not stain pool finishes . . . harmless to skin and eyes.

Get *complete* information on the economical upkeep of your pool. Send 10¢ (to cover handling) for "Swimming Pool Handbook." Address the Inertol office nearest you. Ramuc—Exalgae, Reg. Trademarks

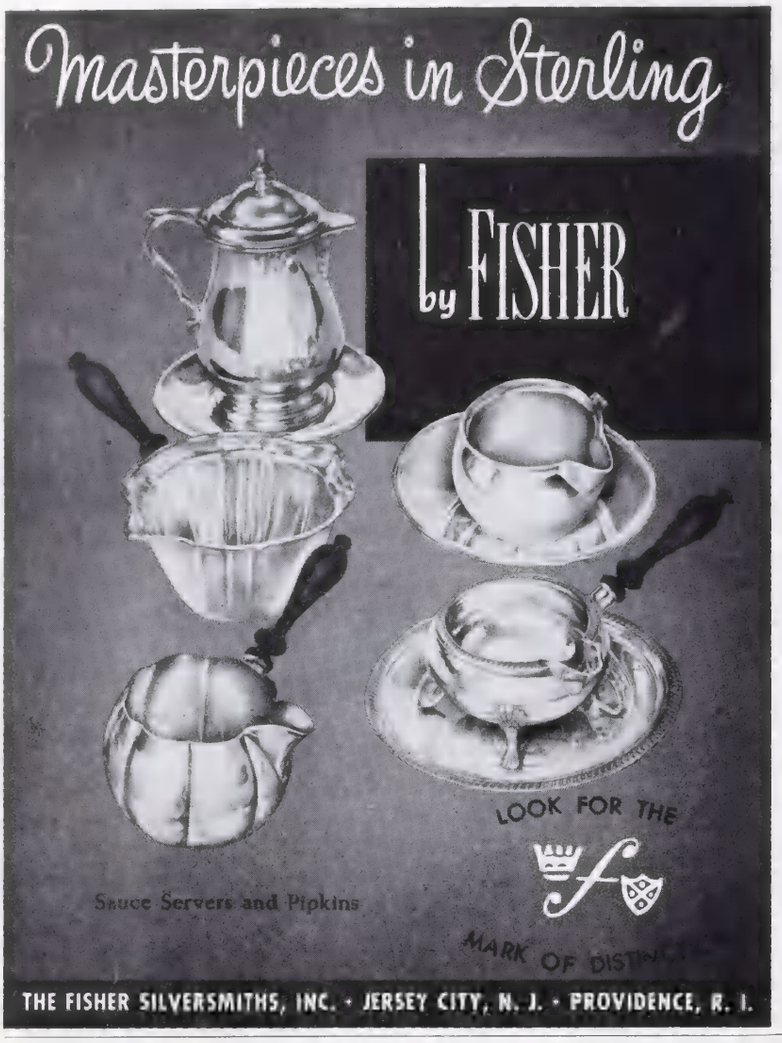
INERTOL CO., INC.
490 Frelinghuysen Ave. Newark 5, N. J.
19 South Park, Dept. 6 San Francisco-7, Calif.



The SHEPARD HomeLIFT or EscaLIFT is the practical solution for the family interested in eliminating stair climbing drudgery. Safe—easy to install and operate—and priced within the family budget. Representatives in all principal cities—write for descriptive bulletins.

SHEPARD
THE SHEPARD ELEVATOR CO.

BETTER YOUR HOME · BETTER YOUR LIVING



A GARDEN IS AMERICAN STYLE

CONTINUED FROM PAGE 155

is made from the formal lines of structure to the irregular lines of nature. The designer who currently is best accomplishing this at the highest level is Thomas Church.

THE third great goal of the new American Style garden is to relate both house and garden to the bigger landscape about them. For a long time it was thought that landscape designing could not be applied to the small site because it concerned the whole scene surrounding the house, something over which the site gave no control.

Obviously, when you don't own property you can't control the view. But since most of us never expect to own estates of 500 acres we must do the best we can—and we've discovered that can be pretty good.

Of course, if you do happen to own property which commands a fine view, the sensible thing to do is to make the most of it. But if you happen to have a sweeping view from only one side of the house, always balance it by a small intimate garden on the other side. Too much drama in a garden, like too much charm in a person, ca often be a very tiring thing.

But there are tricks by which th small property owner can, in som cases, make the horizon seem th boundary of his garden witho owning much of the land at al For instance, the garden designe by the Olmsted Brothers, and illu trated on page 59, cuts out th view of the street by the simp expedient of blocking the sight it with the same kind of shrubs a those which grow on the hill acro the way. The effect is the same a if the street did not exist at all.

WHEN this sort of thing is n feasible, it still is possible som times to make your garden ha monize with the rest of the sce by relating your planting to th in the landscape beyond. If the is a group of pine trees in the di tance, repeat the note with a grou of trees of your own. This tends give unity to the scene and pr vents your garden from seeming be cut off and small. You can ow optically, all you see—if you u the right design devices.



"Baker" is a special kind of furniture ...designed, built and finished to please those who appreciate the finest.

TRADE MARK

Baker Furniture, Inc.
CABINET MAKERS
20 MILLING ROAD, HOLLAND, MICHIGAN

For your copy of the "Baker Guide to Good Furniture," please send 25c to Baker Furniture, Inc.


House Beautiful
MARCH
50c
55¢ IN CANADA
BURLINGAME
PUBLIC LIBRARY
Burlingame, Calif.
1951
New Department:
The Daily Arts
of Good Living



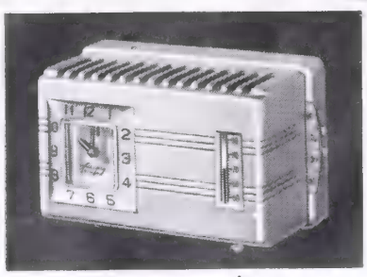
This is a view of the family room—in heating zone 2—on the north half of the ground floor. If both this room and the living room were controlled by the same thermostat, the heating would be out of balance much of the time. But Zone Control, with the two downstairs thermostats operating independently of each other, compensates for solar radiation, fireplace effect and differing exposure—thus assuring complete comfort in *both* rooms at all times.



Here is the boys' bedroom on the second floor—in heating zone 3. It would be quite impossible for either of the downstairs thermostats to meet the heating needs up here. So the second floor is a separate heating zone—with a completely independent thermostat system. When the upstairs rooms are not in use, the temperature can be lowered to save fuel. Automatic control systems, acting independently of each other, correct for occupancy and exposure variations to which each area is subject, and provide uniform temperatures in every room in the house—a result impossible to achieve without *Honeywell Zone Control.*



2nd floor plan



***Honeywell Electronic Clock Thermostats,** of course—the most sensitive, most accurate thermostats ever built! They *automatically* lower temperatures at night so that you have a refreshingly cool room to sleep in; *automatically* raise them in the morning so that you get up in a nice warm house.

MINNEAPOLIS
Honeywell
First in Controls

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2738 Fourth Ave. South
Minneapolis 8, Minn.

Please send me your free booklet "10 Ways to Heat Your New Home."

Name _____

Address _____

City _____ Zone _____ State _____



On our cover: Yellow allyssum massed at the base of a gnarled Madrona tree, photographed at the Spring Garden Festival of the Victoria (B.C.) Horticultural Society by Maynard Parker.

Vol. 93 No. 3

MARCH 1951

The magazine dedicated to the business of better living

ELIZABETH GORDON
Editor

RICHARD E. BERLIN
President

RICHARD A. HOEFER
Publisher

FRANCES TAYLOR HEARD
Home Furnishings Editor

WALLACE F. HAINLINE
Art Director

ROBERT W. CARRICK
Managing Editor

CHARLOTTE EATON CONWAY
Equipment and Appliances

JAMES MARSTON FITCH
Architectural Editor

MARION GOUGH
General Features and Textiles

PATRICIA GUINAN
Window Shopping

DR. JOSEPH E. HOWLAND
Garden Editor

HELEN LITTLE
Merchandise Editor

SARA LITTLE
Decoration

ELAINE NEAL
Decorating Adviser

JULIE POLSHEK
"It's Worth Mentioning"

MARY ROCHE
News Editor

MARION ROWLAND
Copy Editor

MARY SHEPHERD
Decoration

LAURA TANNER
Decoration

RICHARD WILLIAMS
Music

KENNETH YOUNG
Decoration

STAFF CONSULTANTS

MILES L. COLEAN
Building Adviser

JULIUS GREGORY
Consulting Architect

CARL FOSS
Color Consultant

CLIFF MAY
Construction

RAYMOND RITCHIE
Assoc. M. Amer. Soc. C. E.

THE DAILY ARTS OF GOOD LIVING

Have You Discovered the New Freedom in Homemaking? 72-73
You Have 1001 Servants in Your Kitchen 74-77
Is Your Grandmother Standing Between You and Today's Freedom? 78-79
Good Eating Is Also a Visual Experience 80-81
Cooking Can Be Fun If You Organize Your Living 82-85
What You Keep on Hand Is the Key to Your Leisure 86-87
Finger-tip Controls for Luxury 88-89
Two Benefits of a Better Organized Life: Leisure to Garden and Entertain 90-91

BUILDING AND CLIMATE CONTROL

How to Live with America's Worst Climate 96-101
This House Does the Impossible 102-109
Get Out of the Wind, Get Under the Hill 104-105
Meet the "Climate-Controller" 107-108
If Your Winters Are Hard—Plan for Them! 108
One Plot Plan that Works Four Ways 109
The American Predilection for Naturalism 112-115

GARDENING

Two Benefits of a Better Organized Life: Leisure to Garden and Entertain 90-91
How to Keep Color in Your Garden All Year 92-93
Gloxinia—Glamour Girl for Your Garden 110-111
Is Your Lawn Getting You Down? 120
How to Grow Chrysanthemums 185
Grow Your Own Camellias 190
How to Keep Your Power Mower Happy 192

DECORATING

You Can Eat Your Cake and Have It, Too! 94-95
The American Predilection for Naturalism 112-115
A Taste for Naturalism Produces a New Feeling for Materials 116-119
Decorator's Diary 62

HOUSEKEEPING AND MAINTENANCE

Have You Recognized the New Freedom in Homemaking? 72-73
You Have 1001 Servants in Your Kitchen 74-77
Cooking Can Be Fun If You Organize Your Living 82-85
Finger-tip Controls for Luxury 88-89
Take It Easy, Lady! 135-136
It's Worth Mentioning 162
Pantry Shelf News 168
What Goes on Behind the Walls 176

TRAVEL

How to Leave Home and Like It 68

OTHER FEATURES

A Hundred Years? What's the Difference? 14
Window Shopping 18-56

ADVERTISING INDEX 199

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES, INC., 57 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN VAN OLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LAWS, VICE-PRES. & TREASURER; A. S. MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MC CAULEY, SECRETARY. COPYRIGHT 1951 BY HEARST MAGAZINES, INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 57 MADISON AVE., NEW YORK 22; 1153 PARK SQUARE BLDG., BOSTON 16; 612 WEST MADISON ST., CHICAGO 6; 1700 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 17; 1800 HEARST BLDG., SAN FRANCISCO 3; PHOENIX: HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $5.00 FOR ONE YEAR; $7.50 FOR TWO YEARS; $10.00 FOR THREE YEARS; CANADA, $7.50 FOR ONE YEAR; PAN-AMERICAN COUNTRIES AND SPAIN, $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENING," "THE SMALL HOUSE," "GOOD BUY?," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING." REGISTRATIONS PENDING, "FACE-LIFTER HOUSE" AND "CLIMATE CONTROL." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 14, 1943, AT THE POST OFFICE, NEW YORK, UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

Two Brilliant New Patterns...



"Blossom Time"... a symphony in silver. Exquisitely wrought, enchanting new pattern. One perfect flower swings to the left on pieces that go to the left of the plate, to the right on others. $27.50*



"Brocade"... delicate, feminine... its motif of textured elegance inspired by the loveliness of rarest fabric. Typical of the artistry and craftsmanship that makes International the choice of discerning women. $27.50*

Sterling by International

Created in the great traditions of Early American silversmiths ... in Connecticut since 1825

*For 6-piece place setting. Including Federal tax.

Copyright 1951, The International Silver Co., Meriden, Conn.



Panning the pulp in the beater to judge whether the cotton and linen fibres are of the correct length for the particular type of paper in process. A highly skilled step in the making of Crane's Fine Papers.

The skill and experience of 150 years o

making Crane's Fine Papers is revealed in every sheet of Crane's . . . made now as in 1801 . . . from cotton and linen fibres only

No other papers serve so many important purposes with such distinction or afford you so much pleasure and pride in their use

CRANE'S FINE PAPERS FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY SECURITIES • TRACING • CARBON • BIBLE PAPERS 1801 X 195



troducing
Distinctive Crescent
fa by Kenmar . . . Soft, luxurious low arms . . . feather-
spring cushions, and rubberized filling make this newest Kenmar creation
choice of those who demand a sofa with smart, distinctive styling . . . yet big enough to
fortably lounge or sleep on. The covering is this year's newest fabric sensation . . .
ton Looms' Italian knot hi-loop frieze, available in decorator colors. *Sofa priced at* **$198** Lounge chair to match $100

Now on Display at Better Stores Everywhere

NMAR MFG. CO. • EAST PALESTINE, OHIO • OTTUMWA, IOWA

A new kind of comfort
for a lifetime of footsteps . . .

SPONGEX

the sponge rubber rug cushion



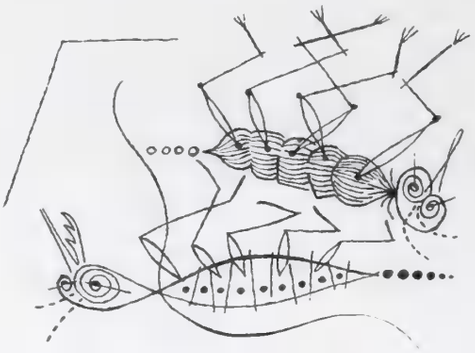
its cushion softness
doubles carpet life!



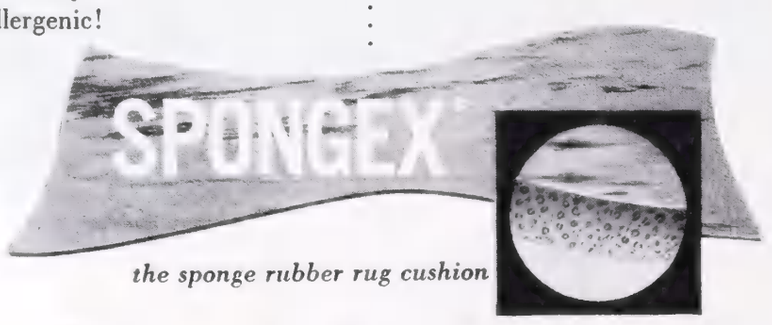
a luxurious cushion
for all rugs — and so clean —
it's lively sponge rubber!



Spongex
lasts for carpets
to come!



nature makes it moth
and vermin proof —
non-allergenic!



the sponge rubber rug cushion

Identify Spongex by its marbleized green
and gray coloring. For a sample, write

THE SPONGE RUBBER PRODUCTS COMPANY 411A DERBY PLACE, SHELTON, CONN.



Westmoreland's Famous Chickens

These covered milk glass chicken dishes, first made by Westmoreland in 1889, will be found in every part of the world. The family now includes: Rooster Sherbets, Egg Cups, Standing Rooster, Duck Salts, and setting Hens in four sizes. Some in Blue Glass.

At Your Authorized Westmoreland Dealers

WESTMORELAND GLASS COMPANY

GRAPEVILLE, PENNSYLVANIA

Hotpoint



PUSHBUTTON ELECTRIC COOKING —clean, easy, and fast. Cooks a whole meal, automatically, while you are busy elsewhere.

"SUPER-STOR" REFRIGERATOR — *(above right)* it's both food freezer and no-defrost refrigerator in one, keeps all foods at the right temperature and humidity. Shop once a week.



HOTPOINT AUTOMATIC DISHWASHER—cuts "clean-up" time to virtually nothing. Automatically washes, rinses, and electrically dries all dishes, including pots and pans.



● **A Hotpoint All-Electric Kitchen** frees you of the routine chores that are better done electrically. Meals are cooked speedily and automatically. You lose no hours washing dishes or bothering with garbage — for Hotpoint takes over these chores electrically, too. The freezer and refrigerator make it possible for you to shop once a week, or even less often. Even if there are only two in your family, a Hotpoint Kitchen saves at least eight hours' time every week.

●

● **A Hotpoint Automatic Laundry** makes it possible to wash, dry, and iron any time you choose, with all the hard work done by electricity. No clotheslines to string, no baskets to carry, no valuable time wasted waiting for good "wash weather."

All-Electric Kitchen and Automatic Home Laundry

The Heart Of The Most Electrified Home Ever Built



YOU'LL find efficient electric living is best exemplified in the Hotpoint House of the 50's—from windows that close at the touch of a switch to garage doors that open automatically as your car enters the driveway.

● **But the heart** of this all-electric home at Plandome Mills, Long Island, N.Y., is the Hotpoint All-Electric Kitchen and Automatic Home Laundry. In a planned kitchen like this, you can save at least eight hours' work every week. You save many more hours in an automatic laundry. Because everything's at your fingertips, you never waste time or energy on needless steps. Your homemaking duties are all much simpler and easier, for electricity does the hard work.

● **As a homemaker today,** you carry too many responsibilities—to your family and to your community—to waste unnecessary hours in the kitchen and laundry. Visit your Hotpoint dealer soon. Let him show you how to start your time-saving Hotpoint All-Electric Kitchen and your Automatic Home Laundry now. Hotpoint Inc. (*A General Electric Affiliate*), 5600 W. Taylor St., Chicago 44.

Everybody's Pointing To

Hotpoint

Quality Appliances

RANGES ▪ REFRIGERATORS ▪ DISHWASHERS ▪ DISPOSALLS® ▪ WATER HEATERS ▪ FOOD FREEZERS ▪ AUTOMATIC WASHERS ▪ CLOTHES DRYERS ▪ ROTARY IRONERS ▪ CABINETS



Now-the world's most beautiful flooring

HERE is rich new beauty for your floors that will harmonize with any decor and last for years. It's Wingfoot Vinyl Flooring, styled for Goodyear by Raymond Loewy Associates in a rainbow range of colors—many exclusive—both solid and tone-on-tone.

Decorators favor this lovely new flooring because its wide range of correlated colors makes possible many individual effects. As attractive as wall-to-wall carpeting, yet costs far less!

Wingfoot Vinyl Flooring is absolutely colorfast, won't stain or scuff—*never needs waxing*—always looks new. Sold by better flooring dealers and contractors.

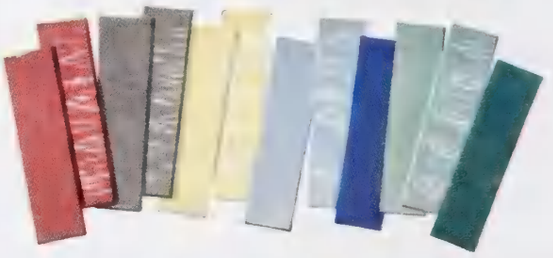
Goodyear, Flooring Department, Akron 16, Ohio



Lasts longer! Completely resistant to the fading action of strong soaps—defies marking, scuffing, sun and time!



Saves money! Goodyear Vinyl is easily installed, lasts so much longer it's the most economical flooring you can buy!



Complete range of home-correlated colors! Rich, warm, attractive shades to enhance the beauty of any and every room!



Wingfoot—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

WINGFOOT *Vinyl* FLOORING BY

GOODYEAR

We think you'll like
"THE GREATEST STORY EVER TOLD"
Every Sunday – ABC Network



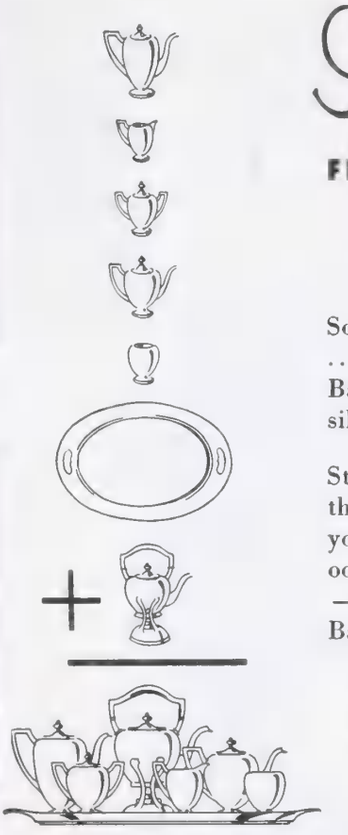
WINTHROP silver plated service by Reed & Barton. 5 pieces $250: coffee pot $80; creamer $30; sugar $45; tea pot $72.50; waste bowl $22.50. Matching kettle $185; tray $165.*



REGENT silver plated service by Reed & Barton. 5 pieces $175: coffee pot $52; creamer $28; sugar $30; tea pot $47.50; waste bowl $17.50. Matching kettle and stand $145; tray $100.*



POINTED ANTIQUE sterling service by Reed & Barton. 5 pieces $450: coffee pot $150; creamer $55; sugar $70; tea pot $130; waste bowl $45. Matching kettle and stand $315; tray $450.*



Individually Yours

FROM COFFEE POT TO

COMPLETE SERVICE

So distinctively your choice . . . so useful, too . . . and *so easy to acquire* – a handsome Reed & Barton Tea and Coffee Service in sterling or silver plate.

Start with the coffee pot, creamer or sugar in the pattern you prefer. Add matching pieces as you wish. And don't forget that special gift occasions – such as birthdays and anniversaries – may help complete your cherished Reed & Barton service sooner than you dreamed.

**All prices include Federal Excise Tax. Under present uncertain conditions, the prices quoted cannot be guaranteed.*

REED & BARTON

SILVERSMITHS THE WORLD'S OUTSTANDING SILVER CRAFTSMEN SINCE 1824

HELPFUL HOSTESS HINTS: For fascinating 52-page booklet, "How To Be A Successful Hostess," send 10c to Box 990, Dept. HB, Taunton, Massachusetts.



HAMPTON COURT sterling service by Reed & Barton. 5 pieces $575: coffee pot $168; creamer $68; sugar $112; tea pot $164; waste bowl $63. Matching kettle and stand $390; tray $515.*

First radio of its kind!

SPOTLIGHTS EACH STATION AS YOU DIAL!



DIAL BEAM RADIO

only $22.95*

No other radio at any price gives you this wonderful feature! As you dial, a magic beam spotlights each station, for easy, "on the beam" tuning, even in the dark! The dial's jumbo size, with big, easy-to-read numbers. Smart, sleek cabinet in alabaster ivory, Congo brown and Persian red... *all at the same low price!* This compact G-E beauty performs beautifully too. G-E Dynapower speaker assures excellent tone. See Model 400 at your General Electric dealer's today. You'll want one for every room in the house!

General Electric Company, Syracuse, N. Y.

**Subject to change without notice.*

You can put your confidence in—

GENERAL ELECTRIC



A Hundred Years? What's the Difference?

by Richard Williams

A work which a famous critic called "one of the most satisfactory operas ever produced" celebrates its hundredth birthday this March 11th. Rather, like loving grandchildren, *we* celebrate in its honor. A toast, then, to Verdi's *Rigoletto*. A blessing on the opera which was originally entitled *The Curse!* Can you think of a more satisfactory opera to honor?

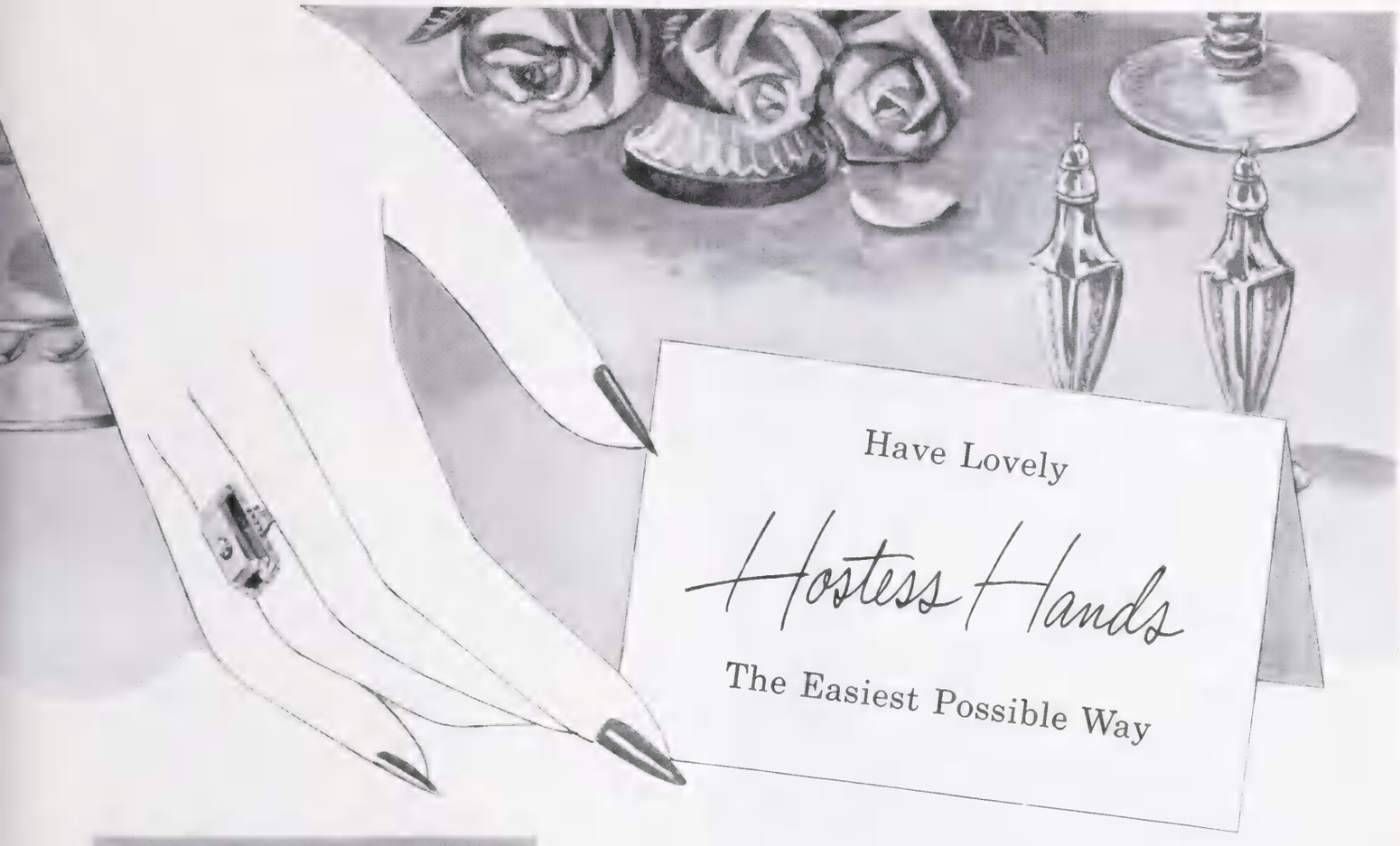
Rigoletto is the first of the world-famous operas Verdi wrote, the first of the redoubtable triumvirate, *Rigoletto*, *Traviata*, and *Trovatore*. Verdi was 37 when he began to work on it, and he was already a popular composer, popular within Italy at least. When we talk of Verdi's early masterpieces, we forget that *Rigoletto* is actually Verdi's seventeenth opera. His apprenticeship was a long one. He did not become the master at once.

The management of the Fenice Theater in Venice—a theater which still stands and which is one of the most exquisite and delightful small theaters of the world—commissioned Verdi to deliver an opera for the carnival season. Verdi was able to dictate his own terms (he always knew how to defend his artistic rights), and he stipulated in the contract that he was to have a choice of artists, that he was to supervise the rehearsals himself, and that the production was to be brought out "as soon as possible," meaning when he was completely satisfied with it.

Verdi proposed a libretto based on the drama by Victor Hugo. *Le Roi s'amuse*—"The King Amuses Himself." He was probably attracted to the play because he found there the violent and sombre dramatic situations which he needed for his music. But the choice was practically speaking, a dubious one. The play had created a scandal in Paris. It had been attacked by the censor as immoral and provoking, it had given Victor Hugo no end of trouble, and when it was finally produced it was roundly hissed at the first performance.

The management of the Fenice Theater somewhat reluctantly accepted the subject. History was in part to repeat itself. When the libretto was finished, it was submitted to the military governor of Venice. Venice at that time being under Austrian military government. This gentleman not only turned the libretto down but re-

(*Continued on page* 16)



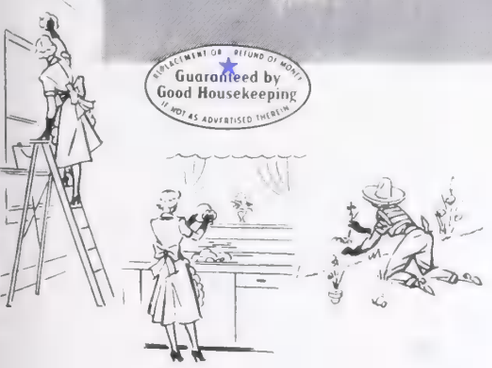


PIONEER

Bluettes®

INDOOR AND OUTDOOR GLOVES

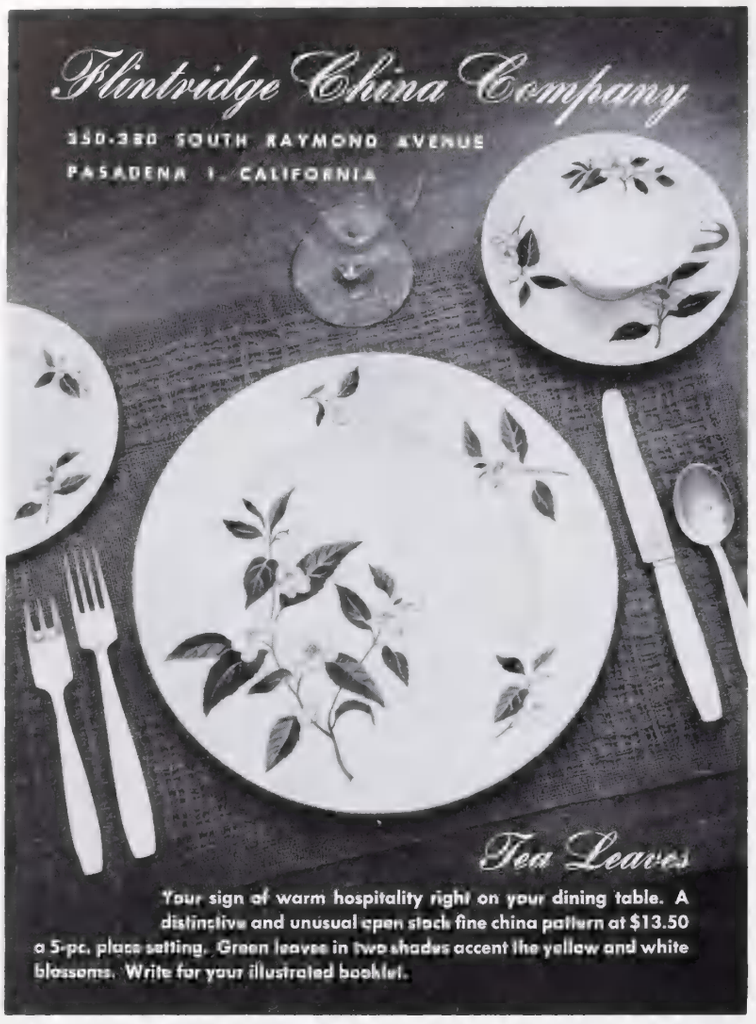
Giving a party? Or going to one? You don't have to "baby" your hands and manicure — they're safe in Bluettes! You love working in these watertight, easy-to-wear gloves. Soft, elastic lining is "Interlock" knit, stretches in all directions . . . delightful hand comfort, even in hottest dishwater . . . absorbs perspiration . . . on or off in a jiffy! Curved fingers fit snug to tips — no floppy ends . . . and non-slip, too — you handle wet slippery things as if dry! Dig in the garden, swing a paint brush, and use the wonderful new work-saving household detergents and polishes as much as you like. In sky-blue Bluettes, of bonded DuPont neoprene that wears and wears, your hands are kept always lovely and pampered looking when the stage is set for your starring role as hostess! Don't be surprised when friend husband wants a pair for washing the car or gardening. Insist on Bluettes at drug, grocery, hardware or department stores.



The PIONEER Rubber Company

270 TIFFIN ROAD, WILLARD, OHIO

Makers of Famous Ebonettes Housekeeping Gloves



A HUNDRED YEARS? WHAT'S THE DIFFERENCE?

CONTINUED FROM PAGE 14

buked "the poet, Piave, and the famous maestro, Verdi, for not having chosen a more worthy field in which to display their talents than that of a plot so revoltingly immoral and so obscenely trivial."

Piave, Verdi's librettist, suggested various changes designed to make the plot palatable to the censor. But these changes Verdi, an honest, forthright, and stubborn man, refused to make, as he felt they made the play meaningless. It would indeed have become meaningless, for one of the suggested alterations turned an ugly duckling into a swan. Piave wanted to make out of the embittered, repulsive hunchback a handsome, right-thinking father. The project now came to an impasse, and *The Curse* was in a fair way to expire before it could be uttered.

But then an unexpected bit of good fortune came along in the person of an employee of the censorship office. This man was an admirer of Verdi, and he proposed a compromise. The original villain of the play, the licentious King Francis I, was to be demoted to a duke, a duke reigning in "a minor absolutist Italian state." A little demotion could be accomplished so easily! The names of all the characters were to be changed but the essential plot could be left intact. One of the main points of contention had been the sack into which Gilda's body is placed after she is stabbed. Too gruesome! Verdi was now allowed to keep the sack, and in return he agreed to relinquish the business of the latchkey, the key which permits Francis I (now the Duke of Mantua) to let himself into the room of the abducted girl. Too suggestive! No key!

A CONFERENCE was called at which Verdi, Piave, the secretary of the theater, and the censor were all present. A solemn agreement was drawn up stipulating all changes in detail. Verdi and Piave signed it on the 30th of December, 1850, and a little less than a month later, *Rigoletto* was finally given a clean bill of health.

Verdi wrote the music in 40 days —though he must have formed his



INTRODUCING
Caribbean Cruise WALLPAPERS

See all the exciting new backgrounds for contemporary and traditional interiors. Designed by Virginia Hamill to bring the rich colorings, the tropic sunshine, and the legendary charm of the Spanish Main into your home. Truly the most startling and versatile designs in Stockwell's renowned collection of "Trend of the times Wallpapers"

SEND 25c FOR ILLUSTRATED BROCHURE

C. W. Stockwell Co.
3262 WILSHIRE BOULEVARD
LOS ANGELES 5, CALIFORNIA

ideas previously—an almost incredible feat. He said that "I often sat at my desk without interruption from early morning to late at night, with nothing beside me but a cup of black coffee." The rehearsals, which, according to the contract, Verdi supervised, were given in a continuous state of excitement. The singers, the orchestra, even the stage hands all realized that they were concerned with an opera the like of which had never been heard before. This was stronger music, richer orchestration, more frightening power, more persuasive melodies than they had experienced even from the pen of a Verdi.

VERDI himself knew the worth of his work. He withheld one aria from the tenor, merely giving him a piece of blank paper during rehearsals. Not until the last rehearsal did Verdi release the aria, and then he asked the entire troupe to promise him not to sing or hum the tune outside the theater. Verdi wished to make sure that this melody was not to be known prematurely. He was right. After the premiere the spectators came out of the theater humming "*La donna è mobile*." Soon all Venice sang it.

Rigoletto was a huge success and made its way around the world. Ten years after its première, Patti appeared in it in New Orleans. Here and abroad audiences loved it, though, as usually happens with a popular success, some critics denounced it. In 1862 the famous London critic, Henry F. Chorley, wrote: "Signor Verdi is the most *untender* of Italians, past, present, and—let it be hoped—to come. The part of his Buffoon's daughter in the opera *Rigoletto* is cold, childish, puerile. The air (*"Caro Nome"*) sung by her is but a lackadaisical yawn. Even in the quartette of the last act, her share amounts to little more than a chain of disconnected sobs. Why not as well present the effects of a cold in the head?"

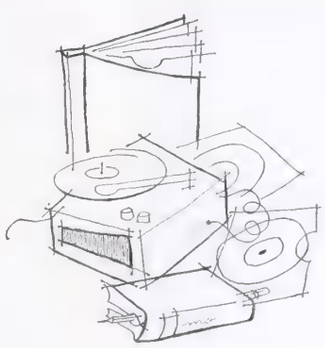
In the theater, all but the greatest works begin after a passage of years to date and to show their age. *Rigoletto* is also, in a sense, old-fashioned opera. Certain of its musical expressions have been repeated so often that they have become clichés. Yet the opera is so powerful, the music at its best so great, that we are quite willing to overlook its fist-clenching gestures and a few conventional sobs. Obviously the opera owes its popularity to the tunes "*La donna è mobile*" or "*Questa o quella*," both of which the Duke sings, or Gilda's much abused "*Cara nome*," or most of all the Quartet, and yet the virtue of the opera and the reason for its never-failing effect are not to be found in the tunes alone.

Rigoletto is a true music drama. The scene, for example, in which the professional assassin, Sparafucile, accosts Rigoletto on the street and half furtively, half proudly, offers him his services. This scene, with its brooding cello accompaniment, is as fine a piece of theater as can be found in opera or in spoken drama. The entire last act, the climax of the opera, is a masterpiece from beginning to end.

"*La donna è mobile*," the tune itself, is used not only as an aria but as a means of underscoring the dramatic conflict. Its bright, graceful melodiousness is an ironic juxtaposition to the painful plotting of the limping hunchback. How wonderful and terrible is the moment when Rigoletto, believing that the Duke lies dead in the sack, hears that tune from afar, hears it enveloped in thunder and lightning.

THE Quartet also serves a dramatic purpose. Here are four people—one plots revenge, another is overcome by hopeless love, the third flirts with the fourth, who does not take the third seriously and yet is attracted to him—four situations and emotions, and yet all are combined in a concerted piece of extraordinary beauty.

From Caruso to future tenors, from Scotti to future baritones, the opera has been, and will continue to be, a singer's opera. It can be interpreted afresh by great artists and mean something new in each era. It means something new because *Rigoletto* contains fundamental music of passion and pity. A hundred years don't make much difference to such music.





A Tonic for Marred Furniture



REVIVA by Jackson of London

NO NEED to worry if you have rings from alcohol, heat or water on your table—nail polish, perfume or liniment on your dresser—ink or paint on your desk—mars on hardwood floors. Just apply REVIVA and most stubborn surface spots vanish like magic. Revives original color and grain of wood. For all dark or light, varnished, shellacked, lacquered and waxed surfaces.

Quart $2.50 • Pint $1.50 • Half Pint $1.00

REVIVA *A Triple Action Tonic For Marred Furniture*

REMOVES stubborn surface spots
CLEANS dirt and grime
POLISHES to a fine greaseless lustre and covers minor scratches

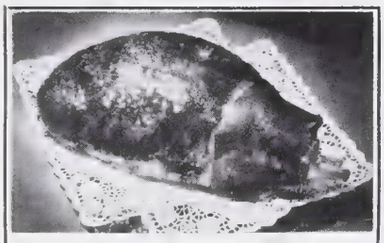
Use "Patina" Jackson of London English Type Wax (Paste)



A decorator's polish to restore and retain the patine of precious pieces. For all wood and leather. Special BLOND for light woods. $1.25 jar; $1.75 double size.

Plus postage. Sorry, no C.O.D.

JACKSON OF LONDON PRODUCTS Mrs. Mark Jackson's Studio B 68 West 58th St. New York City 19



LUSCIOUS DELICACIES *for Easter*

Smithfield Virginia Ham—Rich, tender, delectable . . . each succulent slice fine-grained . . . carefully basted in its own savory juice to retain the natural, robust flavor of the genuine Smithfield razorback. Truly a masterpiece of fine Southern cooking! Free carving instructions included.

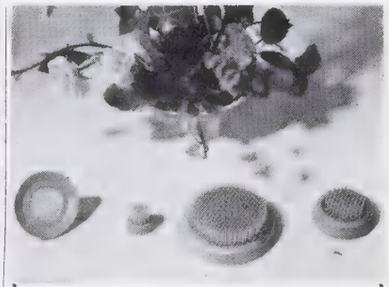
Whole Ham Cooked 7 to 14 lbs. $2.25 per lb. postpaid.

Cheese in Wine—Cheese par excellence . . . smooth, flavorful, delicious! Package contains Cheddar and Stilton in Port Wine, Blue Cheese in Brandy, each slowly cured and aged to bring you the epitome of eating pleasure.

Set of three 4 oz. crocks $3.25 postpaid
Set of three 8 oz. crocks . . . . . $4.85 postpaid

Write for Catalogue "H"

Vendôme
Est. 1914—Our 37th Year
415 MADISON AVENUE
New York



NOW You Can Have Perfect Flower Arrangements!

STA-PUT FLOWER FROGS

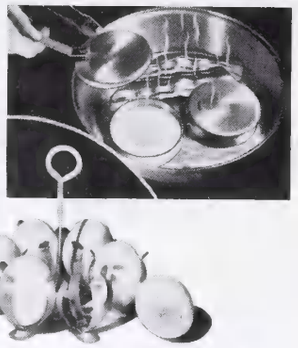
Flowers won't topple. The suction cup does the trick . . . secures your flowers in graceful lines. Sta-Put Flower Frogs stick to the bottom of your vases. Wonderful for large shallow dishes, too! Solid brass pins molded into plastic, mounted into rubber suction cup. If you like beautiful flower arranging—you'll love these little helpers. Order now—we'll mail "post-haste."

4-PIECE SET, consists of one 1½", two 1¼", and one 2¼" Sta-Put Frogs . . . . **$1.95** ppd.

(No C.O.D.'s please)

SHERIDAN *Style-Crafts*
Box E—Highland Park, Illinois

COOK EGGS EXPERTLY



SMALL FRY set turns out fried or poached eggs or omelets cooked in a perfect circle, cuts butter needed for frying in half, reduces cooking time, too, lets eggs baste themselves. All-aluminum set contains 2 rings, 2 covers and all-purpose lifter. Postpaid, 1.25

EGG CRADLE of aluminum with six pockets makes preparing deviled eggs or egg rings a cinch—yolks are perfectly centered every time, because the eggs are boiled in an upright position. Makes lowering eggs into water easy, too. Postpaid, 1.00



MAIL ORDERS FILLED PROMPTLY

Ward Phillips Co.
Dept. B-13
9 Main Street, DUNDEE, ILL.



Quaint MINIATURE COPPER KETTLE

A love of a little reproduction . . . exact in every detail to its larger Colonial original . . . made of *hand-spun* copper, highly polished and lacquered, with steel ball feet and a brass handle. Charming in any setting . . . fetching when planted with dwarf ivy or herbs . . . functional for cigarettes . . . adorable on your knick-knack shelf! 2" in diameter, 1½" high. Makes a gay little gift!

$2.00 each; **$3.75** a pair, postpaid

Sorry, no C.O.D.'s

Dardee's
3436 Wilson Avenue
New York 67, N. Y.



Window

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping!



VINE AND DANDY. You'll "cheep" at the price of this ceramic planter—the most engaging one, by far, that we've seen. A saucy yellow bird is perched on top of a green gourd, which you'll plant with ivy, arrange with pansies, or use as a terrace ash tray. The hand-painted colors, fired under glaze, are clear and springlike. 5¼" high. $1.35 each, $2.50 the pair. Susan Smith Co., Dundee, Illinois.



IT'S HEAVEN WITH YOUR FEET UP in a Barwa Napper. This incredible chair cradles your body, distributes your weight from head to toe, and every tense muscle you own lets out a relaxed "A-a-a-h!" For a more upright position, tilt the tubular frame forward. Canvas cover in deep red, blue, terra cotta, bright yellow, or green. $32.95 ppd. Order it from Miles Kimball Co., 32 Algoma Blvd., Oshkosh, Wisc.



TRUE OR FALSE? We bet you a giant cup of coffee that *nobody* will guess that this glorious fake isn't a real gardenia. You'll wear it pinned to your Easter suit, of course, but you'll also wear it next Michaelmas. The wood pulp petals are a vast improvement over nature when it comes to lasting. Single gardenia, $2.50, double $3.75. Ppd. In a corsage box! Malcolm's 524 N. Charles St., Baltimore, Md.

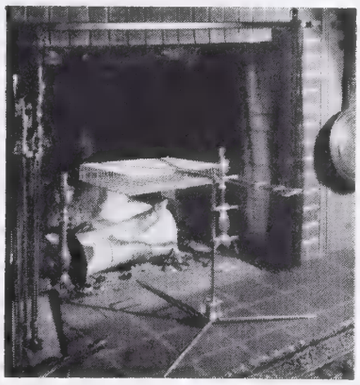


THE LASS WITH THE DELICATE AIR will be ravishing in this authentic clan plaid stole of imported wool. With black velvet it's sophisticated drama. With a skirt and blouse it's gay as a Highland Fling. On shipboard with a linen dress, it's "Man Overboard." Dress Stewart (white predominant), Chisolm (red), or Murray (green). $9.95 ppd. No c.o.d.'s. Ninon, 366 Madison Ave., New York 17, N. Y.

Shopping with Pat Gunan



A STEAK IN YOUR HEARTH, a green salad on the coffee table, and you're set for a picnic right in the living room. But this adjustable steel grill rack is a "must." It holds the broiler at any of 4 stations so your husband won't singe his eyebrows while the sirloin's cooking. It folds for storage. $4.25. 15" x 12" basket broiler. $7.50; 12" x 10". $5.50. Ppd. Chet Studios, Middlebury, Connecticut.



"DON'T BE A DRIP" is the eye-stopping warning that flourishes across the gayest shower curtain we've ever seen. Even that uninhibited baritone of yours will soft-pedal his boisterous splashing. Rayon taffeta, 6' x 6', green, yellow, wine, gray, flamingo, white, black, rose, red, blue, embroidered in black, white, or gray. $11.95. Ruffled draperies, $6.95. Ppd. Jerome Colten, 17 Central Street, Wellesley, Mass.

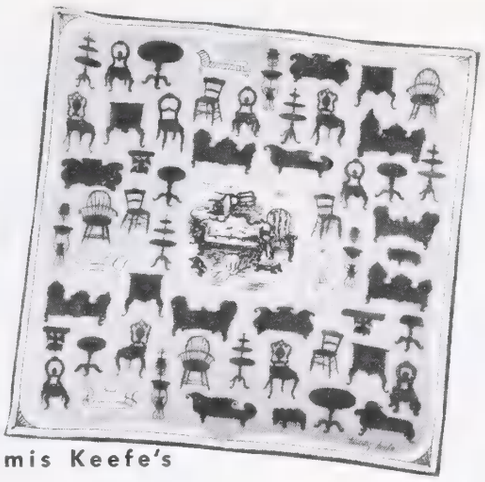


POT LUCK. Here's a lamp that really grows on you! The gayest vine-up that ever bloomed on a wall, has a green or red flower pot set in a white "trellis" bracket. The reflector bowl is white plastic, and the shade is decorated with a white trellis and ivy design. Wonderfully priced at $4.98. Add 26¢ post. Stern Bros., 42nd St. West of Fifth Avenue, New York 18, N. Y.



BRITISH SHOOTING STICK opens up to become a fine seat, pigskin-bound and well able to support the heft of your golfing husband, your sight-seeing mother-in-law. For spearing into the ground, it has a spike end. But for resting your feet while shopping or standing in the theater, the flat metal disc at top folds on bottom, becomes a steady base. $10 ppd. John Jarrell, 518 Fifth Ave., New York 18.





Tammis Keefe's

new handkerchief series—Antique Fair

for all collectors of esoterica. The designs—furniture (illustrated), glassware, china, curios, weathervanes, clocks and lamps. Printed by Kimball in these color combinations—grey and red, pink and green, tan and gold, grey and green, blue and green, green and orange, 3 for 1.95

Lord & Taylor—424 Fifth Avenue, New York 18, New York

NEVILLE • NEVILLE • NEVILLE •



"FUNNY BUNNIES"

PLAYTIME BOOTIES FOR BABY

The success of our Rattle Playtime Booties prompted the creation of "Funny Bunnies" to amuse and fascinate your "precious one" during playtime hours.

Fashioned with cute plastic Bunnies on the toes, they are of corduroy with the color in maize to make the ideal gift for baby at Easter. Also keep Baby's feet warm & comfortable at all times.

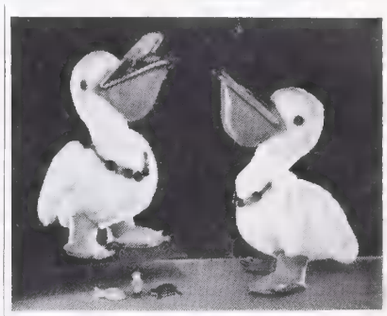
Gift packaged—**$2.75** postpaid

Send for illus. folder—No C.O.D.'s

301 HIGH STREET

J. Harris NEVILLE

BURLINGTON, NEW JERSEY



PETE the PELICAN

A quaint old bird is
the Pelican
His bill holds more
than his belly can!

Pete, the most unusual and newest Easter gift, is 11½" tall. Made of white plush with beak of orange felt which holds 3 plastic toys.

$6.95

With music, $9.95

postage paid no c.o.d.'s please

Peggy Dickson BRYN MAWR, PA.

A Fascinating Hobby...Build Miniature Old Time Autos!



Thousands of people are enjoying their leisure hours building these delightful early model miniature autos. When completed they are truly collector's items, so unusual and gay that friends will simply rave about them. They are simple enough for a 10-year-old child to build, yet so delightful that adults can't resist constructing them too! Built to scale, made of wood, average length 7". Ideal gift for hobbyists, shut-ins, collectors. **IMMEDIATE DELIVERY GUARANTEED. START TODAY—ORDER NOW!**

THE SCHAFFER GIFT HOUSE Springfield 2, N. J.

CHOICE OF 13 FAMOUS MODELS

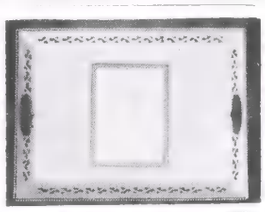
1900 PACKARD	$2.50
1903 Model "A" Ford	2.50
1903 RAMBLER	2.50
1903 Cadillac	2.50
1904 Oldsmobile	1.95
1909 Stanley Steamer	2.95
1909 Model "T" Ford	2.95
1910 Model "T" Ford	2.50
1911 International Harvester	2.95
1911 Maxwell	2.50
1911 Mercer	3.95
1913 Stutz Bearcat	3.95

All sent postpaid.

Send for BIG FREE gift catalog



PRESENT PERFECT



Be sure to save your next wedding or party invitation because it plays a star role in your gift to the bride or hostess. Send it to us and we mount it on either an antiqued white and gold metal waste basket or on a new 12" x 16" metal tray. Each piece is lacquered for permanence.

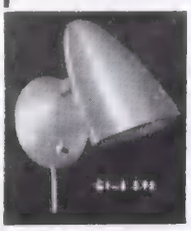
Basket $8.25, Tray $8.75, postpaid. Sorry, no C.O.D.'s or Stamps

Also 5" desk letter basket for Reception or At Home card, $5.50.

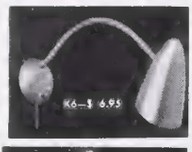
Page & Biddle, Inc. 21 Station Road Haverford, Pa.

GOOSENECK LAMPS

in spun aluminum











Style 420
$17.95

(Brass finish $2.00 extra) Torch and adjustable spot, light together or independently by control switch. 3-way light (50, 100, 150 watts). Entire lamp is 60" high. 20" washable Poly-plastic shades in chartreuse, white, tan, yellow, red or green.

MAIL ORDERS NOW EXPRESS COLLECT!

GOOSENECK LAMPS

Beautiful lamps with flexible necks designed for both direct and indirect lighting. *Double units with 4-way switch to light either or both lamps.* Also in black, red, green, gray, brass or copper finish. $1.00 extra for single, $1.50 for double lamps.





Jan's
MODERN LAMPS INC.
15 WEST 8 ST., NEW YORK 11, NY
Dept. B31

FREE! Send for catalog of latest lamps



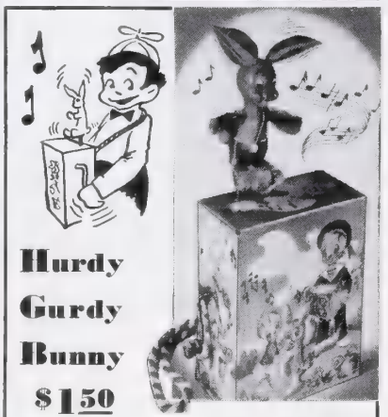
COZY CATS

Mother cat and her kitten sit demurely in the center of this hand hooked cotton twist rug. Darling for a hearthrug, in the nursery or anywhere you need an occasional rug. Gay floral flowers in black background, and the cat and her kitten are the black and white variety. 2½ feet wide at bottom.

$7.50 postpaid.

No C.O.D.'s, please

EDITH CHAPMAN
50 Piermont Avenue Nyack, N. Y.



Hurdy Gurdy Bunny
$1.50

Like an organ grinder, your tot hangs this music box around his neck. Not a monkey, but an Easter bunny hops up and down to a lilting tune as the crank is turned. Colorfully lithographed metal box 5½" x 4¼" x 2¼". Plastic and plush bunny with felt ears, 4" tall. Strong two-foot twisted cord. Order No. T4652. **$1.50 Postpaid.**

WRITE FOR FREE CATALOG
Miles Kimball Co.
33 ALGOMA BLVD., OSHKOSH, WIS.

Window Shopping



FUR NECKLACE to wear a fabulous ruff above a high ne line, to high light a pretty fa Made of Norwegian Blue F tail, it's the gayest way to s into spring that we've seen. W the air is cool and the sun warm, what could be fin Mounted on grosgrain ribb yours for just $6.25 including and postage. Delivery is pron No c.o.d.'s. Harold J. Rubin, E. 56th Street. New York



KNOB APPEAL. Here is present for the woman who everything. A lucite door kn 2⅜" square, is internally car by hand with a script or bl letter monogram. The clear luc is backed by black plexiglas, a the initials are in frosty contr With 2- or 3-letter monogra $4.50 each ppd. Allow 3 we for delivery. You can order fr Merrill Ann Creations, 228 W ick St., New York 14, N. Y.



COCA-COLA MUSIC BO Open the lid of this miniat dispenser, and although won't get a Coke, you *will* ge tune. Send one that plays "Eas Parade" to a hat-mad glam girl: one that plays "Some chanted Evening" to a sentim tal gentleman in the Servi one that plays "Happy Birthd to Miss Pigtails on *her* birthd $2.50 plus 25¢ post. Mermod J card King, St. Louis 1, Mo.

(*Continued on page* 25)



YOU CAN HAVE THE FINEST *Sterling Silver* FOR $2.00 A MONTH

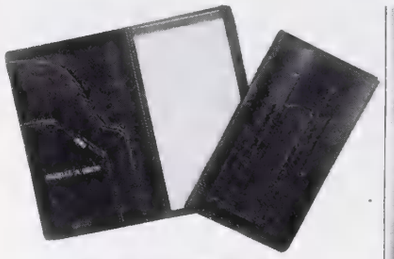
And You Receive at No Extra Cost

- ONE INITIAL ENGRAVED ON EACH PIECE.
- A HANDSOME TARNISH-PROOF CHEST WITH NAME PLATE

It's so simple to own beautiful sterling silver, thanks to this convenient payment plan! Just select any famous pattern from such renowned silversmiths as: International, Gorham, Reed and Barton, Wallace, Lunt, Manchester, Whiting, etc., and order as many settings as you wish. Pay as little as $2.00 a month for each setting . . . remember, you pay no more than nationally advertised prices. Order now — receive a tarnish-free silver roll for each setting one initial engraved on each sterling piece, *plus* a magnificent tarnish-proof chest after acquiring eight place settings! Prices subject to change.

The **Giftorium**
173 CANAL STREET
NEW YORK 13, N. Y.

Please send me ..... place settings of ..... pattern
I will pay $2.00 per month for each setting. Each setting consists of Knife, Fork, Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon. Federal tax included.
Engrave this initial .....
Name .....
Address .....
City ..... Zone ... State .....

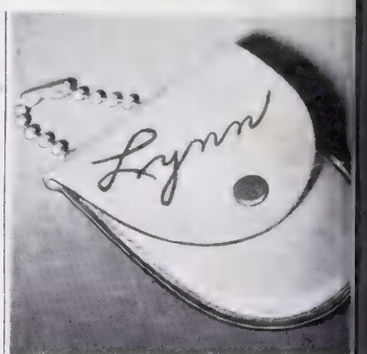


Finest Quality Calfskin
POCKET SECRETARY
With Your Name In Gold!

Here's a gift that any man would be proud to own! Brings order and discipline to the letters, cards, notes and bills that clutter up his clothes! The just-right size (3¾" x 6½", folded) slips easily into coat pocket. Contains a large re-placeable writing pad. Carefully and handsomely made from smooth Black or Brown Calfskin with richly embossed cover design. Free personalizing of any one-line name in gleaming goldleaf inside. State color wanted. Send check or money order; no C.O.D.'s, please. Send for FREE folder of other Genuine Leather specialties.

Only **$4.50** Fed. Tax Included

RUSSELL SNOW CO.
Dept. 167 Waltham 54, Mass.



CHILD'S "TAG-ALONG" PURSE
WITH NAME BRANDED ON

No "losers-weepers" when this attracti little "Tag-Along" purse totes change a bus tokens. It can be securely fastened child's belt, buttonhole, or suspenders f safe keeping of money. It is easy to op and close without detaching. Genuine t sheepskin in smooth finish with bead chain. Personalized with boy's or gir first name permanently branded on. *Wh ordering, please PRINT name to be put purse.* *Sorry, no C. O. D.'s.*

Price, including tax—$1.00 postpaid

Evelyn Dinsmore
969 Green Terrace, Lancaster, Pa

Masland Beautiblend Broadlooms



"Son, I've laid a lot
of carpet, but none
as good-looking as this
MASLAND QUADRILLE"

Quadrille is Wilton Broadloom of lasting beauty—a Masland Beautiblend Broadloom renowned for its depth, its luxury, its outstanding wear. You will see Quadrille rugs and carpets in the most fashionable homes in America—and in your city's finest home fashion store.

See Masland Beautiblend Broadlooms weekly on CBS Television.

1866
MASLAND

Each of Quadrille's Beautiblend tones bears a Color-Guide Label, showing five room color schemes. Let this label be your decorating guide.



INTERNATIONAL *the first and only*



Only INTERNATIONAL living room furniture carries the prize FASHION ACADEMY 1951 GOLD MEDAL awarded for "beautiful design and distinctive style appeal . . . masterpiece of expert craftsmanship."

You'll *know* your International living-room is first in fashion!
It's the *only* furniture ever honored by the experts who annually name America's best dressed women. Every International suite is designer-inspired. Comes in a choice of fabrics and colors. *All this makes International first in value, too!* One of these *Imperial Collection* living room ideas will make your home sweet home sweeter than ever.





"Superarm"—the first brilliant new styling idea in years—*first* from International. Has an elegant pull-down arm to use as an armrest, for luxurious new comfort.



Also available as a Dav-N-Bed* for that wonderful-to-have, easy-to-handle, extra double bed with innerspring mattress.





World of Comfort

Creators of Fine Living Room Furniture for Over 50 Years

For International furniture dealer nearest you, write

INTERNATIONAL FURNITURE COMPANY

Executive Offices: 666 LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS

Factories at: Cornelia, Ga. • Madison, Ga. • Rushville, Ind. • Montoursville, Pa. • Bryan, Texas • Jacksonville, Texas

living room furniture awarded the

FASHION ACADEMY GOLD MEDAL



Illustrated on these pages is the famous Imperial Collection. See it at your International dealer's.



Soft-spoken Boss of the Road: the new 1951 Packard '300'—one of nine exciting new models



For one who puts Character first

Trend-setting new beauty . . . inside and out . . . *could* be reason enough for your purchase of a new 1951 Packard.

Or you could find sufficient reason in *performance*—the incredible responsiveness, for example, of Packard Thunderbolt power, coupled with the unequaled smoothness of Packard's exclusive *Ultramatic Drive*.

But perhaps the most important consideration of all is Packard *character*. *Precision-built* character you can count on for years to come. *Staunchly-honest* character that runs through every inch of this magnificent motor car.

Come take the wheel—let Packard character express itself to *you!*

It's more than a car...it's a PACKARD

ASK THE MAN WHO OWNS ONE

Window Shopping

CONTINUED FROM PAGE 20

GIVE A MAN A HORSE he can gallop right up to the TV set and sit astride as he watches his favorite saddle-bound hero. Modeled from Roy Roger's "Trigger," this inflatable vinylite plastic toy is tawny colored, holds up to 200 pounds. 24" high, 36" long, he's just $2.95 postpaid. Artisan Galleries, Fort Dodge, Iowa.



INITIAL THOUGHT for a young bride who's enormously proud of her new monogram are these handsome crystal glass vases. Elegant copies of Swedish optic originals, they're perfect for long-stemmed American Beauties, yellow tulips, and iris. 8" size is $5; 10", $7.25, including monogram and postage. Underline last initial. Eunice Novelties, Box 41, Rego Park, New York.



SPOON TREAD. Don't drip the gravy on the kitchen stove after you've given it a stir. Instead anchor your mixing spoons on this double spoon holder that's shaped like a pair of gay ceramic daisies. Now the stove top will be spotless. A perfect kitchen shower gift for just $1, 2 for $1.95. Postpaid from L. F. Black & Co., 99-20 Metropolitan Ave., Forest Hills, N. Y.





Call twice the attention to your home's flawless taste...

Use this
Commode Lamp
in pairs

How handsomely they'll flank your sofa... twice-perfect on your double-dresser! Copied to the finest fraction of an inch from an old French oil lamp of rare and fine proportions. In ivory china, decorated with coin gold, mounted in heavy gilt metal. With hand-sewn, washable eggshell rayon taffeta shade, and three-way lighting. 24 inches of lamp perfection...

■ Lamps, seventh floor

Mail orders filled. Express collect. Each 25.00 complete

1 South State Street Chicago 3, Ill.

Bring the SONG of BIRDS to your GARDEN with this smiling Boy with Jug BIRD BATH

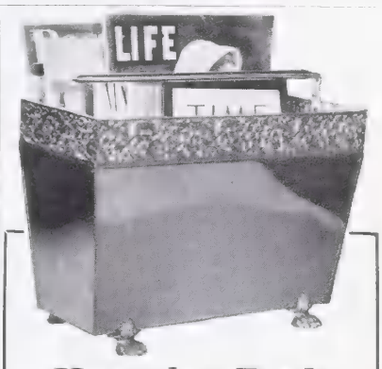


Pompeian Stone Figure 19" high.
Bird Bath 36" high, 26" wide.
Complete $65.00
Sold Separately
Figure $35.00
Bird Bath $30.00
f. o. b. New York

Many other artistic pieces in Pompeian Stone, Bronze, Lead and Marble. Figures, Fountains, Bird Baths, Pedestals, Vases, etc.

Write for our NEW illustrated Catalog. 10 cts. please for mailing.

Erkins Studios
42 West 40th St., New York City 18, N. Y.



Magazine Rack

This magnificent magazine rack is generous enough to hold all your current magazines. Painstakingly constructed of heavy gauge copper or brass, lavishly trimmed with embossed bands of brass, it has solid brass handles, is regally mounted on heavy cast brass feet. 7½" wide, 15½" long, 12½" high.

$19.50 plus 75c for sending E. of Miss.; $1.00 W. of Miss.

Write for Catalogue

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.

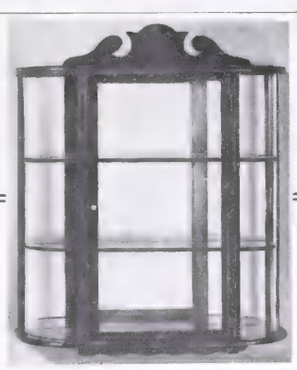
MAGIC · STITCHER
sews like magic



THE GREATEST INVENTION IN HAND SEWING SINCE THE NEEDLE

Now you can do a professional job at home in half the time. Sew a beautiful invisible blindstitch hem *without rethreading your needle.* For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking—other stitches. Uses regular or *elastic thread.* Light as a feather (1 oz.) fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted. **2.95**

ALBIN OF CALIFORNIA
111-15 N. La Cienega, Beverly Hills 3, Calif.



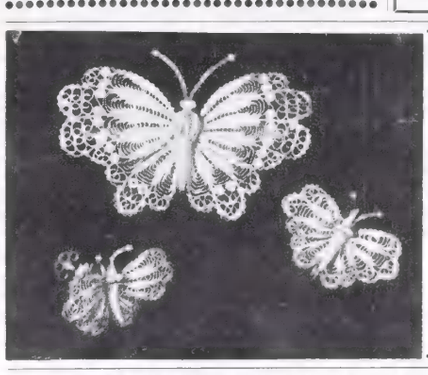
Truly Exceptional
in quality and price!

"We are thrilled with it," say thousands of our customers who have bought this genuine solid mahogany wood hanging bibelot cabinet. Made with cabinetmaker's skill, hand rubbed to rich finish, it has hinged doors, bent glass sides, is mirror-backed, completely glass enclosed, dust proof, generously sized, 23" high, 19½" wide x 5½" deep, 6" between shelves. Choice of mahogany, pickled pine, maple, walnut or antique gold.

A really fine furniture piece at only
$22.95

Money Back Guarantee
Express Charges Collect

MAYMAC COMPANY
Dept. B
79 West Grand St., Mt. Vernon, N. Y.



FABULOUS BUTTERFLIES
from Italy

A fantasy of golden, gossamer wings . . . softly stroked with silver . . . fragile and iridescent as a cobweb. Precious pins to perch on your lapel . . . delicate, diaphanous earrings. Hand made in Italy . . . spun in fine, filigreed sterling silver, plated with gold.

1⅛" pin $3.50 each 2" pin $5.50 each
1½" " 4.50 " 3¼" " $12.50 "
Earrings ..... $5.50 pair
All Postpaid *No C.O.D.'s please*

Charles Curio Art Shoppe
80-25 Broadway, Elmhurst, L.I.



All for only $1.00

"QUAINT AMERICAN" THOUSAND-EYE CRUET WITH PURE VANILLA EXTRACT

Old-fashioned, hand-made, bluish-white opalescent "thousand eye" cruet from our famous "Quaint American" collection, 4½" high. Filled with approximately 2 ounces of old-fashioned pure vanilla extract, guaranteed not to bake or freeze out the delicious vanilla flavor. Parcel post paid for just $1.00

Send 25¢ for NEW 1951 80-page "Quaint American" Catalog.

Carl Forslund, Inc. 122 FULTON GRAND RAPIDS 2, MICH.

The way to select ORIENTAL RUGS



is to examine them in your own home

Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

200 Perfect Antique Rugs $90 to $200
100 Perfect Antique Rugs $200 and up
500 Semi-Antique Rugs in Old Designs $18 and up
100 Choice 9 x 12 Rugs from Iran $275 to $850

Many giant and unusual sizes

For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, untreated rugs.

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

No obligation to buy.

Inquiries from outside Continental U. S. not solicited.

CHAS. W. JACOBSEN • 401 S. SALINA ST., SYRACUSE, N. Y.



ONYX BASED SHIMMERING SHOWERS
with Genuine Cut Crystal Prisms

Elegantly styled and crafted, these electrified shower lamps lend charm and enchantment to any room. Each lamp is magnificent, displaying **27 imported cut-crystal, 2-piece prisms** cascading over a 3½" square of genuine onyx mounted on a heavy goldplated, openwork metal base. Ideal for credenza, console table, etc., they epitomize gracious living. Complete with bulbs. Overall height 17".

A truly superlative value!

$22.50 the pair, postpaid.

MARK STIER Dept. B-31
277 E. Fordham Road, New York 58, N. Y.



GAY AIRS
For Your Table

Bright as summer sunshine—these delightful dishes are colorfully hand painted by native craftsmen of the Blue Ridge Mountains. Fashioned of lustrous underglazed china, decorated with sprightly fruit patterns and gaily scalloped borders, against backgrounds of multicolor swirl or pure white. Perfect luncheon or salad plates—they are charming additions to your own table, make unusual hostess gifts.

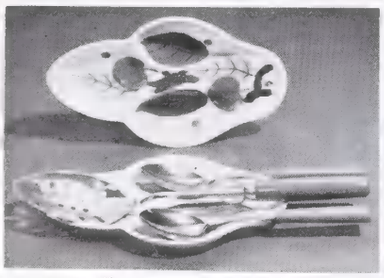
Set of 8 Plates 8" in diameter assorted patterns $5.50 postpaid

Set of 8 Cocktail Plates 5⅞" square to match the Salad Plates, with white background **$4.00**

Combination of the 2 sets **$9.00**

WRITE FOR CATALOGUE

Bingham's Dept. B
509 Fifth Avenue, New York 17, N. Y.



Keep range-top and work tables spotless with

SPOON-DRIP

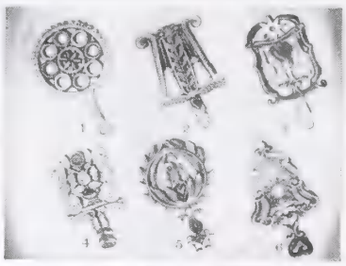
No more tedious wiping up those messy spots left wherever you lay a spoon. Put SPOON-DRIP in a convenient place on your range or work table. Keep that unsightly, drippy mess from causing you extra work. SPOON-DRIP, a genuine Cleminsons hand painted luster-glazed ceramic dish, is cleverly molded to hold 3 utensils. Attractive design in soft colors makes SPOON-DRIP smart enough to use on your dinner table. Unusual and welcome gift ar bridge prize.

Mailed to you, postage paid, for only **$1.50**
Send personal check or money order

Write for new 32-page catalog; more than 90 unusual gifts pictured for your selection.

ARMBRUSTER'S
82-3 Maryland Ave., Annapolis 3, Md.

HAND DECORATED
IN PENNSYLVANIA DUTCH COLORS



BLACK IRON TRIVETS
BEAUTIFULLY COLORED BY HAND ON SMOKY BLACK IRON.

About 8" long, on ⅜" legs. Authentic Pennsylvania Dutch designs and colors. Use them in wall groupings, under hot serving dishes, and as stands for plants and centerpieces. Perfect Easter, Mother's Day, and year around gifts. Order by design number: 1. Hex; 2. Tassel & Grain; 3. Dumb Dutch; 4. Grape; 5. Eagle; 6. Sunburst.

$2.00 each **3 for $5.50**

Also Available in Solid Brass
$2.50 Each 3 for $7.00

ALL PRICES POSTPAID

HOUSE of HARRIS—Dept. B2
4146 Lankershim Lane No. Hollywood, Calif.



Window



MONOGRAMMED EMERY ETTES. Smart purse groome for a lady's fingers are the miniature emery boards. A "mat book" of eight Emery-ettes com in silver metallic foil, stamp with black, green, red, or bl initials or first name. Send the to a woman with beautiful han and she'll put them to good u Gift box of 12 books of 8 Emer ettes each. $1.50 ppd. Page Biddle, Haverford, Pa.



CONSIDER THE LILY, glo ous as the first Alleluia of East morning, for your gift to the la you love. Fresh from the fields Bermuda, they're shipped in t bud by air, last over two week A gift box of 18 blooms is $6.5 36 cost $12 prepaid. Card is e closed if you wish. Imported l Callnon Brothers, 1724 Ludlo St., Philadelphia 3, Penna.



PERSONALIZED CLOT made of heavy white plastic a marked with any two first nam is hand-painted with gay spri blossoms. Perfect for after-Can ta suppers, it's just right for yo bridge table. Use it for breakfa in the dinette, too. It wipes clea saves the laundry bills. 54" x 54 it's $2.95 including names a postage. Giftcraft, 1234 East 47 St., Chicago 15, Illinois.

THE ORIGINAL FOLDING Table TOP $4.95



The Answer to Easy Entertaining!

T-Top is a light rigid top which fits over your card ta held in place by cleats on underside. *Doubles* the size your card table by seating 7 persons comfortably—opens 46" in diameter, 144" in circumference—it's perfect luncheons and card games. Just tuck it away in corner closet. Send for your T-Top now. Weight 16 lbs. Immedi shipment. Available unpainted or in colors Green, Red, Brov

Unpainted $4.95—Painted $5.95

No C.O.D.'s please. Shipping Charges Collect
SEND CHECK OR MONEY ORDER TO

T-TOP COMPANY, Inc.
Dept. 107 **Salem, Ma**



ANTIQUE GUN PRICES

NEW ILLUSTRATED BOOK gives up-to-date prices of over 2,000 American pistols, revolvers. Describes every make, model from flintlock through automatic. Plus information how to collect old guns, make money, etc. Valuable for Buying, Selling, Collecting. Only $1—postpaid. Order now.

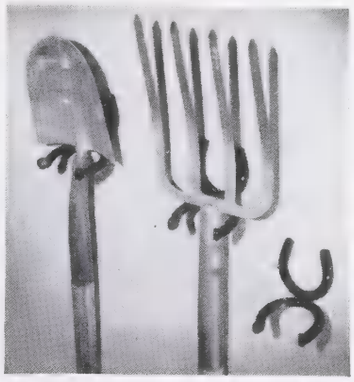
Dept. HB

PIONEER PRESS
HARRIMAN, TENNESSEE

Shopping



LUCKY BUM! The gardener who has these Pony Shoe Hangers to hold his hoe, spade, rake, etc., will have the ripest tomatoes, the healthiest rose bushes in town. The bottom shoe is hand-turned and heeled-up to keep tools in place. *And* they're luckier than any green-thumbed glove you ever wore! With pony-shoe nails for hanging. 75¢ each, 3 for $2, 6 for $4. 12 for $8. Ppd. Horseshoe Forge. Lexington, Mass.



HANG A MOUSE on the page of a book, let his l-o-n-g tail mark your place, and you'll have an enchanting bookmark that will be the pet of the family. Send one to your maiden aunt and she'll probably give up chair-leaping at the sight of her bookmark's big brother. Handmade of felt, he skips to the top of the page, is lots of fun for $1.25. Postpaid from Edith Chapman, Nyack, N.Y.



GARD is a liquid spray that makes any material completely waterproof, prevents mildew, and helps preserve leather or suede shoes, luggage, handbags, gloves, windbreakers. Really an invisible raincoat! It's clean, harmless, colorless, and odorless when dry, and the 11-ounce can will waterproof an enormous number of items. $1.95 plus 30¢ postage. Gran Products, 333 North Michigan Avenue, Chicago 1, Illinois.





This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Belling

Manufacturers of Electrical Appliances of Distinction since 1912

ce $25.00 delivered to your home. Duty payable on re-
ot approx. $3.50. Size 22 in. × 12 in. x 9½ in. high. 120
lts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
IDGE WORKS, ENFIELD, MIDDLESEX, ENGLAND

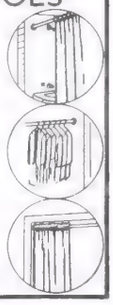
NO BRACKETS -- NO SCREWS -- NO TOOLS



required to put up the amazing

Readi-Rods

that hold *secure* on any surface



No fuss or muss to put up these sturdy rods of polished aluminum for Coats and Clothes in closets, Shower Curtains in tub or stall, Drapery in archways and stairways for privacy, eliminating drafts, etc. Anyone can put up Readi-Rods. Just extend until non-slip ends—*Not Suction Cups*—touch walls, Turn—That's All. Can be raised or lowered without leaving unsightly holes.

21" to 32"—$2.95 30" to 51" $3.95 48" to 72"—$5.95

Postpaid. No COD's please. Add 3% tax in Ohio.

Satisfaction Guaranteed

ANDREW COMPANY BOX 57 FINDLAY, OHIO

YOU ARE INVITED TO BECOME A MEMBER OF THE

Nelmor Sterling Club

Choose from Nelmor's 163 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting. $4.00 a month for two place settings, etc. for most patterns. In a more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver roll. and use your silver now—pay for it out of income.

© 1950, Nelmor Jewelers



Mail Membership Coupon Today

Enroll me as a member of the Nelmor Sterling Club. Send me ..... place settings of ..... pattern. I will pay $2.00 per month for each setting. Prices include federal tax and are for one six piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.

NAME.....

ADDRESS.....

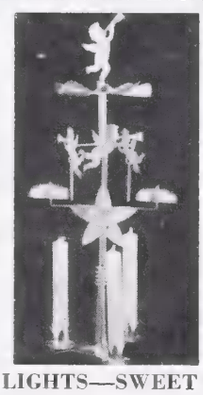
CITY ..... STATE .....

Nelmor JEWELERS

901 BERGEN AVENUE
JERSEY CITY 6, N. J.

The Whispering Angels

Blend with Easter



SOFT LIGHTS—SWEET MUSIC

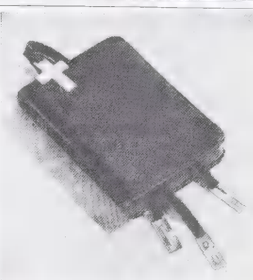
Silvery tones waft thru the air as the glow of the candles gently whirls the angels on their orbit.

In lustrous imported brass, sent in gay gift box, assembles to 13" × 5½"

Order by mail, $2.50 Postpaid, only

No C.O.D.'s. Please.

INTERTERRA-N. Y., 90 West Broadway, N. Y. C. 7



Prayer BOOK MARKER

A gift with dignity is this lovely marker for Bible or prayer book. The sterling silver cross clips on the cover of the book. Three strands of black grosgrain ribbon hang from the cross. Suspended from each ribbon is a hand cut letter in sterling. These make up the monogram of the recipient.

$7.20 federal tax and postage included. Also available with three sterling silver religious medals instead of monogram.

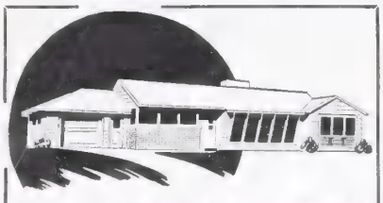
STAR OF DAVID BOOK MARK with monogram. **$7.20** federal tax and postage included.

No C.O.D.'s please

EUNICE NOVELTIES Dept. B-31

Our 11th Year

P. O. Box 41 Rego Park, N. Y.



YOUR DREAM HOME PLAN $1

New Plans You Can Afford

New book of home plans. Over 100 floor plans and perspective drawings. Features latest economy construction methods.

Newest designs in Western functional homes 4 to 10 room home sizes in Ranch, Modern Cape Cod and others. Complete working blue prints available for all plans. Order today—specify frame or block construction.

Only $1.00 No c.o.d.'s please.

HOME BUILDING PLAN SERVICE

2454 V NE Sandy—Portland 12, Oregon

MEET "BUGGSY" THE EASTER RABBIT



Tots and toddlers from 1 to 21 will treasure "Buggsy Rabbit." He's 20" tall, of finest 2-tone plush (yellow and orchid or yellow and white) and gives out with the beautiful lilt of "Easter Parade." He's dressed in a bright red vest and can be twisted into every cute pose imaginable. Let him come live with you for $6.50 without music, $3.75. Rushed Ppd.

$1.00 Dep. with all C.O.D.'s
Money back guarantee

Send check or money order to:

SANDY TOY CO.
175 FIFTH AVE. N.Y.C. 12, N.Y.

Warm Ideas for Cold Days



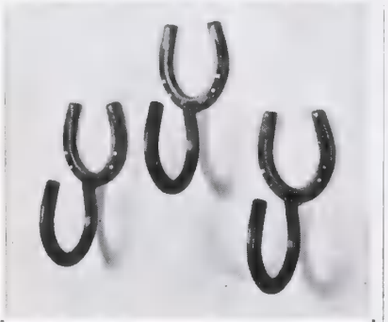
WALL-AIRE HEATER by Fresh'nd-Aire—New, and 4 appliances in one! Also, a fan, hair dryer, and clothes dryer. Hang it up anywhere, and plug it in—air circulates throughout room. Silent-running, warms instantly; switch adjusts to heat or fan. Clothes rack and hair-drying accessories included. AC. **39.95**

HOTABLE — Plugs in anywhere, keeps food piping hot the whole meal or party through. Safe, thermostatically controlled radiant-heat, shatterproof glass top heats to 200°F. Unheated lower glass shelf for salads, desserts, used plates, etc. Handsome polished aluminum, 16" x 24" x 29"; casters. AC. **59.75**



MAIL ORDERS FILLED
Free delivery within 150 miles
In N. Y. C., add 2% sales tax

Hammacher Schlemmer
145 East 57 St., EL 5-4700



LUCKY PONYSHOE HOOKS

Small ponyshoes, welded together to make sturdy, serviceable hooks. In the children's rooms they'll inspire tidiness and get everything off the floor, from skates to dungarees. Ideal for summer homes, camps or ranches. Many of our customers order them by the dozen. Just the right size so hats and coats really stay put . . . and lucky, too.

Dull black finish. 7" x 3" x 3". Horseshoe nails furnished for attaching. Only **75c** each, 3 for **$2.00**, 6 for **$4.00** or **$8** a dozen, postpaid. Shipped same day. Sorry, no COD's.

Our prices have not advanced. Send for folder of other horseshoe gifts.

Horseshoe Forge
5 Muzzey St. Lexington 73, Mass.

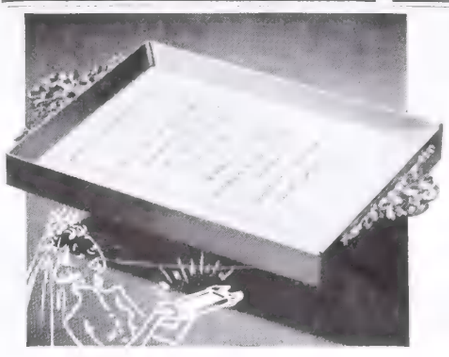


Serve Real Cafe Espresso
AT YOUR DINNER TABLE
With This Imported Italian Coffee Maker!

Now you can enjoy the charming continental custom of brewing **Cafe Espresso** at your own dinner table! Easily prepared in this chrome-finished metal coffee maker, it has an alcohol flame that generates steam and "expresses" coffee through spouts directly into cups. Uses hot or cold water. American, French or Italian drip coffee. 7" pot makes 2 demi-tasse cups, just **$15.00**; 10" pot makes 3 cups, **$18.00**; 11" pot makes up to 4 cups, **$22.00**. All postpaid. A distinctive gift!

Sorry, no C.O.D.'s

SPIA IMPORTING CO.
509 Fifth Avenue New York 17, N. Y.



This is the gift they'll love best:

unique Wedding Invitation Tray!

Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for **$5.95.** Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, **$7.95.**

MARKET-COMBERS
Box 3282, Atlanta, Ga. (Sta. F-3)



Window



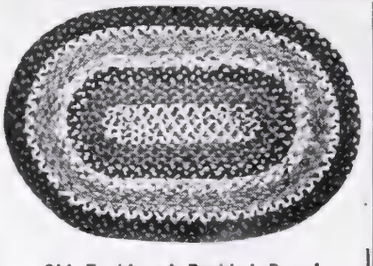
STICK 'EM UP! Now you c attach your can opener to t refrigerator. an extra towel ra to your bathroom tile with Perm Vac. the new suction device. Ju screw your appliance into the p wood disc that acts as your wa It holds up to 185 pounds. a heres permanently to glass. ti metal. or any air-tight. flat s face. $1 ppd. The Fitzgeral 545 Fifth Ave.. New York 17. N.



SOMETHING TO CRO ABOUT. Have you *ever* se a handsomer bowl? The sma black iron holder is a disti guished frame for the mode glass bowl. and the black ir rooster swaggers above your a rangement of fruit. masses spring flowers. or a superb toss salad. Think of this on the t race, come spring! Bowl is 9½ wide. $14.95 plus 75¢ post. Lo & Taylor. New York. N. Y.



BE A LAMB this Easter a show her you gave thought her gift early by sending the personalized lamb's wool puf Marked in gold with her name initials. they're attractively box in a plastic canister. Kitten-so the set of eleven includes o bath puff and ten face puffs. Wi blue. pink. or multicolor back $3.95 ppd. Hall Galleries. Albe Steiger Co., Springfield, Ma



Old Fashioned Braided Rugs!

At A Saving of 30 to 40%

These rugs are machine made from new, all wool headings, of assorted colors, in Old Colonial style—in a hit and miss pattern—but can be basically, red, blue, green, burgundy, etc. Tell us the size and color and enclose check or money order.

We suggest that you purchase a small rug of the color you desire with a money back guarantee.

24" x 36"	$ 6.25	6' x 9'	$ 54.50
27" x 48"	7.95	8' x 10'	81.25
3' x 5'	15.25	9' x 12'	108.75
4' x 6'	24.25		

Available in Rounds up to 12" x 12"

HERIDEENS
May St. Webster, Mass.



PERSONALIZED HAND WOVEN BASKETS

FOR THE TRICYCLE TRADE—mini ture handle-bar baskets made of har woven New England ash, high-lighte with Junior's (or Sister's) name, har painted in 2 colors. Large enough (1 x6½"x6½") for toys or even a packag or two of Mother's. (#HB58) $1.95.

FOR THE BICYCLE BRIGADE—re ular bicycle basket (13½"x9½"x9½' with name. (#HB8) $2.50. Add 25¢ p basket for postage and handling.

No C.O.D.'s Please

GOTHAM GIFTS
67-85 Exeter St. Forest Hills, N.

Shopping



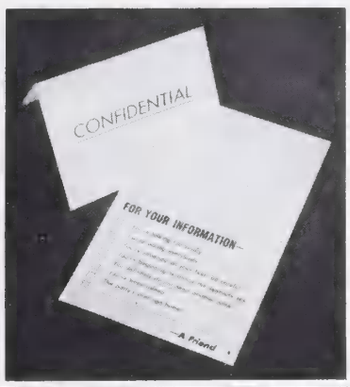
EXPANSIVE TRAVELER. Anyone who travels always comes home with *much* more than he started out with. The Bottomless Carry-All folds up flat in its matching pouch, tucks in your suitcase. But homeward bound, it opens into a terrific "extra" piece of luggage. Blue or brown duck with cowhide binding, 21" bag $22.20; 25" $27.50; 28" $29.50. Tax & post. incl. T. Anthony, 751 Madison Ave., New York 21, N. Y.



MAKE YOUR BED a decorative daydream with an enchanting chenille coverlet, scallop-edged and deep-tufted. Then as a gay salute to springtime, skirt it with a washable poplin dust ruffle in aqua, hunter green, gray, rose-pink, yellow, or white. Coverlet, ivory-white only, $9.95 twin size; $10.95 full size. Dust ruffle, $8.50 twin size; $9.50 full. Ppd. Colten's, 1351 Beacon St., Brookline 46, Mass.



CONFIDENTIALLY — you're talking too loudly. Furthermore you're unsteady on your feet—be careful. If your host happens to have a supply of these Confidential "gag" cards, you may find yourself checked for any of 7 real or imaginary *faux pas*. If *you're* the host, pass them out to everyone, checked for "The party's over—go home." $1 for 12 ppd. Rye Idea Co., Box 178, Rye, N.Y.





STAIRMASTER Carpet Treads

Saves wear and tear on your stairs

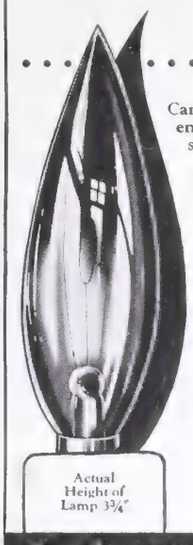


Price: Set of 14 $19.98
Size: 9" x 22"

Made from fine broadloom carpeting . . . practical, luxurious, colorful, very easy to keep clean and easy to install. Choice of colors predominating in rose, green, wine, grey or beige, plain or floral types. Each tread measures 9" x 22". State first and second choice of color. Satisfaction guaranteed or money back. (Also available in 11" x 24" size, set of 14 at $26.98.) Send check or money order to:

Stairmaster **CARPET TREADS**
38 Chauncy St., Boston 11, Mass.

Charming, Graceful Interiors



Hand blown Candylbeme Lamp Bulbs enliven every room with shimmering, romantic, dancing candlelight. Crystal sparkles; every surface reflects a mellow softness that transforms each gathering into a gay, cheerful event. Make your period settings lovelier, more beautiful with Candylbemes.

Quick Delivery

Candelabra Base Clear 50c, Frosted 55c each. Standard Base Clear 60c, Frosted 65c each. Adaptors to convert Candelabra Base Bulbs to Standard Base 20c each. Add 7⅛% excise tax, bulbs only. Minimum order $.

SEND 50¢ FOR BEAUTIFUL ILLUSTRATED LAMP AND FIXTURE CATALOG

Butler-Kohaus, Inc.
2823 Olive Street St. Louis 3, Mo.

Reproductions By Mail



Gay Quality

Select our "Gloria" chair to dress up your bedroom or powder room. Attractive channel-back and full coil spring seat, for beauty and comfort. Upholstered in gay vat-dyed cotton sailcloth, either forest green, flame red or Chartreuse. Price—$31.50 each or $61.00 for a pair. In muslin or you may send us your material $27.50 each. (Send 5 yds. of 36" or 4 yds. of 50"). Height 27"; Width 28"; Depth 19". Send check or money order. No C.O.D.'s. Express charges are collect. SATISFACTION GUARANTEED. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N. C.



COLONIAL KNITTING BOWL

The storied charm of Early American days lives in this quaintly designed knitting bowl. Fashioned by craftsmen for enduring beauty and steady-legged service. Ideal, too, in den or rumpus room to hold odds and ends. Made from selected hardwoods and hand-rubbed to a rich mahogany or antique maple finish. Smooth, deep bowl is 15" in diameter; over-all height, 21". Makes wonderful gift. Please state finish wanted. Prompt delivery.

Only $14.95 Prepaid
Sorry, no C.O.D.'s

TtempleTon CraftsmeN
Dept. 45, Templeton, Mass.

HANDY HOME CHECK FILE

KEEPS CANCELLED CHECKS BY MONTHS

Don't carelessly toss aside cancelled checks, receipts, paid bills, etc.—file them neatly, safely, *by months* in *personalized* "File-A-Check". Neat, orderly, essential for tax returns, for keeping check on expenses, budgets, etc. This handy, handsome 7½" x 7½" check file is divided into 12 compartments—holds over 1200 special and personal checks. With lock and key. Only $4.95 in leatherette. 24K gold tooled file box, solid brass lock and key, genuine leather $8.95. Three gold tooled initials at no extra charge. (Please specify clearly initials desired.) Sent postpaid.



K & D LEATHERCRAFT
507 Fifth Ave., Dept. F-1, New York 17, N. Y.

6 Inactive Sterling Patterns

AVAILABLE IMMEDIATELY



RIVIERA TROUSSEAU SPRINGTIME PINE TREE FONTAINE GADROON

We have more than 500 patterns of inactive and obsolete sterling flatware. We specialize in taking your old silver in exchange on a purchase of new patterns.

Correspondence Solicited

JULIUS GOODMAN & SON

77 MADISON AVE. • MEMPHIS 1, TENN.



***Dishes For* FISHES**

A real catch! Ideal Easter and Lenten gifts. Beautiful Ceramic Fish Dishes alive with action; decorated in truly natural colors. All prices prepaid.

(A) 8" Bone Dishes (fit snugly to dinner plates) . . 4 for **$8.50**

(B) 13" Covered Dish (which can be used without lid) **$10.75**

(C) 11" Fish Pitcher (holds a quart) **$6.50**

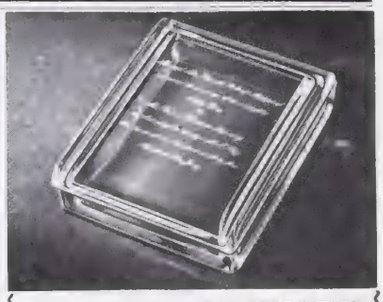
Since 1927, Satisfaction Guaranteed or Money Refunded

Send check or money order. Sorry, no C. O. D.'S

MALCOLM'S

HOUSE AND GARDEN STORE

524 N. Charles St. • Baltimore 1, Md.



Invitation **TO SMOKE**

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". **$7.95** *postpaid*

Complementing ash trays etched with first names of bride and groom, $5.00 a pair. Gift-boxed and shipped directly to the bride, if desired. Delivery, about ten days.

No C.O.D.'s please

HOLIDAY HOUSE

13 Bellevue Theatre Bldg., Upper Montclair, N. J.



MING TREE KITS

You can easily create an exotic Oriental Garden for a fraction of the price you would pay for the completed unit. These kits contain all the necessary materials: TREE, MOSS, IMPORTED FIGURINE, CEMENT, GRASS and FLOWERS. Wonderful gifts that will be appreciated and cherished a lifetime.

A. Philosopher — Approx. 8" Tree, small figurine — $2.95

B. Fisherman — Approx. 12" Tree, larger figurine — $5.95

Choice of following colors: Silver, white, green, chartreuse, Ming Red. Mosaic pebble for perfect finish. No C.O.D.'s. Free catalog available.

Order by mail postpaid from

Muriel Duncan

Dept. HB-3 Haddon Heights, N. J.

"Cute as a Mischief"



"Wind My Tail and I Play 'Where Has My Little Dog Gone?'"

Genuine Swiss Movement. Black or Brown 8½ high. Post Paid.

$5.95

Musical Cocker Spaniel

UNUSUAL *Gift* CATALOG ON REQUEST DEPT. K

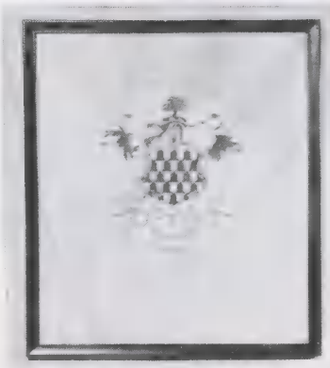
THE VILLAGE STORE

OF LAKE PLACID, N.Y.

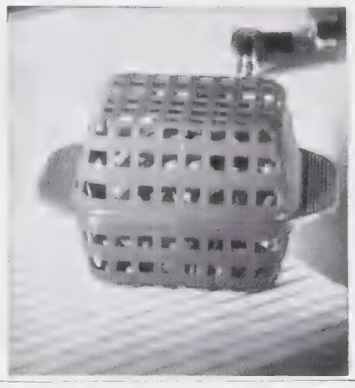
Window



PEEK-A-BOO MUSICAL EGG. If the Easter Bunny doesn't leave another thing on Easter morning, try to persuade him to part with this enchanting toy. While a child peeks through the hole and turns the handle, he'll see Mr. Rabbit dance around in circles in time to a rollicking music-box melody. $1.25 ppd. Norman's, 416 Mill St., Bristol, Pa.



YOUR COAT OF ARMS is handsomely done in water colors by a talented artist who guarantees its authenticity. All you have to do is send her the name. She does the rest. And the finished job is *something!* It measures 16" x 20", which includes a 3½" mat. Allow 3 to 4 weeks for delivery. $40 postpaid. Reba Bartley Failer. Hotel Prince George, 14 East 28th Street, New York 16.



IT ALL COMES OUT in the washing if you clean the greens, shell fish, vegetables, in this colored plastic salad washer. Wonderful for berries, grapes, etc., you just set it under the faucet and with no turning or handling, the fruit comes perfectly clean. Then store it in the refrigerator till you're ready to serve. Or use the sections for eggs, hot rolls. $1.39 ppd. Breck's, 112 Breck Bldg., Boston 10, Mass.



BEAUTY WITH ECONOMY

GLASS SHOWER DOORS or TUB ENCLOSURES

A Glass Shower Door or Tub Enclosure will add beauty to your bathroom as no other single improvement can. They are permanent and inexpensive . . . eliminate constant upkeep and expensive replacement of shower curtains. Send for free folders.

MEDICINE CABINETS

. . . of the highest quality and beauty. Sizes and styles to fit your budget.

SOUTHERN Shower Door & Cabinet Co.

Dept. H.B.-3 4511 Kyle St. Houston 6, Texas



Free!.. STAMP FINDER

Makes Stamp Collecting Even More Fascinating!

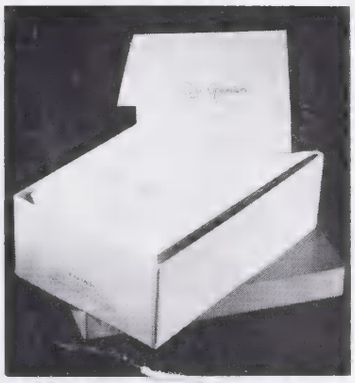
A profusely illustrated 36-page booklet, tells at a glance the country to which any stamp belongs. Virtually all stamps difficult to identify are illustrated or indexed. Educational—entertaining. Includes valuable "Stamp Collector's Dictionary", "Stamp Treasures", & "World's 10 Rarest Stamps". Invaluable to advanced collectors as well as beginners. Sells regularly at 25c, given FREE to readers of **House Beautiful.** Also Approvals, $1.00 and up. Write Today!

GARCELON STAMP CO. Box 35, Calais, Maine

Shopping



SIGNATURE NOTES. A facsimile of your own signature flourishes across the front of these distinctive folded notes, and your address is at the bottom. The quality of the paper is excellent, and they're wonderful for thank-you notes, invitations, short letters. They'd be a fun present to send a bride, complete with her brand-new signature. Box of 50 is $5.10; 100 $7.65 ppd. Neiman-Marcus, Dallas 1, Texas.



SCULPTURE IN STERLING. Everyone who has seen these exquisite figures has fallen in love with them. They were created and signed by O. J. Berlin of Sadler's Wells Ballet. You can almost hear the enraged bull roar, feel the tenseness of the cloak-waving toreador. On ebony blocks, bull, 2¾" high, is $19; toreador, 3¼" high, $15. Tax & post. incl. Bailey, Banks & Biddle, 1218 Chestnut St., Philadelphia, Pa.



FLOWERS À LA CART. We've been haunting the greenhouses for the first pansies of spring because at last we've found the perfect holder for these velvety beauties. A coppered miniature cart is equally wonderful for planting with philodendron. Or use it for candy or cigarettes on your coffee table. 8½" x 5" x 2¾". $2 ppd. Bingham's, 509 Fifth Ave., New York 17, N. Y.



DAY-n-NIGHT MARKERS

These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- **Reflector lettering—tiny glass beads mirror light at night**
- **Permanent raised letters and numbers 1½" high**
- **Lifetime aluminum—rustproof**
- **Baked enamel—black background—white beaded letters**
- **Double plate 18" long—reads the same from either side**
- **Any wording you want, up to 15 letters and numbers PLEASE PRINT CLEARLY**

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

SATISFACTION GUARANTEED OR MONEY BACK

FREE CATALOG

Spear ENGINEERING COMPANY

23 Spear Bldg., Colorado Springs, Colo.



BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID



MAILBOX MARKER fits any mailbox—install in a minute $1.95 POSTPAID





Pine Tree

TRIVET LAMP

Gleaming solid brass in the authentic Pine Tree design with maroon or leaf green parchment shade. A rich-looking lamp for the recreation, sewing or reading room. Wonderful above the bed, too. Looks far more expensive than this small price . . .

4.95 each ppd.

or **9.25** pair, special ppd.

brass pine tree trivet alone 2.25 each ppd.

MAIL ORDERS FILLED PROMPTLY



Ward Phillips Co.

Dept. B-13
9 Main Street DUNDEE, ILL.



FREE! *your child's first name on*
THE ORIGINAL PERSONALIZED
"Foodini" Foldaway T. V. Chair

ONLY **$2.98** Post-paid

- Your child's name on back rest.
- Famous Foodini characters printed on back rest.
- Tested to hold 150 lbs. for children 2 to 12.
- Sturdy construction of Oak and green canvas.
- Used for T.V. rumpus room, lawn, beach, etc.

Mother—save wear and tear on your furniture.

Immediate delivery upon receipt of Money or Check.

Add 30c cost if west of Mississippi.

Send to "FOODINI" Dept. H1.

Sorry, no C.O.D.'s.
P. O. Box 1409, Phila. 5, Pa.

Straighten pictures to stay straight with PICTABS



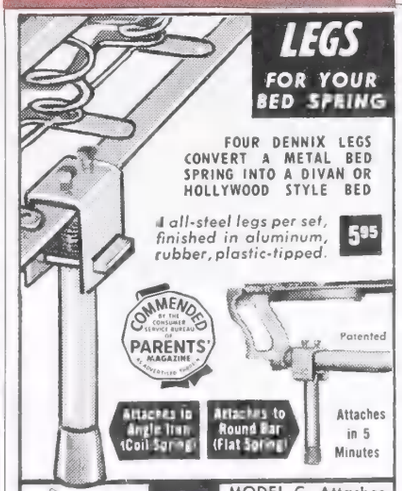
★ Apply in Seconds ★ Will Not Show

Pictabs keep your pictures straight month after month, foiling the many vibrations of passing traffic, slammed doors, etc. that otherwise disturb carefully hung positions of pictures and mirrors. Attach in seconds without using nails or tools. No need to remove picture from wall. No harm to wall or frame. Don't let out-of-line pictures spoil your room decor. Many other uses. Order Pictabs today. Only $1 for package of 30 (Use 2 to a picture) including Booklet, "Getting Full Interior Decorating Value from Pictures."

TRIAL PACKET, enough for two pictures—25c



STUDIO GUILD PRODUCTS, 333 N. Michigan Ave., Chicago 1, Ill.



LEGS FOR YOUR BED SPRING

FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Patented

Attaches to Angle Iron (Coil Spring)

Attaches to Round Bar (Flat Spring)

Attaches in 5 Minutes



MODEL C—Attaches to Box Spring . . . hardwood finished mahogany, walnut, maple or blonde . . . with steel non-rip plate to protect ticking. Set of 6 ..... **5.45**

Send check or money order. Money refunded in 10 days if not fully satisfied. We pay postage.

JORE and Co., Dept. ET
78 Fifth Ave., N. Y. 11, N. Y.

Get Thin to Music



Mrs. B. Blazek of Chicago has written: "I lost 40 lbs. in 3 months. I now weigh 125 lbs., and never felt better."

No Starvation Diets

No Drugs Prove to yourself, in 7 days, at home, you can reduce waistline and bulging hips. Regain a slender figure without strenuous diet or drugs. Make this convincing test at home.

FREE PROOF Send no money, just name and address. By return mail, postage prepaid, you'll receive a WALLACE Reducing Phonograph Record and Lesson on 7 days' FREE TRIAL. Sent in plain wrapper. No obligation. Address:

WALLACE, Suite 1618
154 E. Erie St., Chicago 11, Ill.

WALLACE, Suite 1618
154 E. Erie St., Chicago 11, Ill.

Please send record and first reducing lesson FREE and postpaid. I will either enroll, or mail back your record and lesson at the end of a 7-day trial. *This does not obligate me in any way.*

Name .....

Address .....

City ..... *Zone* .... *State* .....

Let the Stars be your guide



ZODIAC
COMPACTS

Wonderful Personal Birthday Gift: Beautiful Compacts in All Twelve Zodiac Signs

EVANS loose-powder compact with patented leak-proof sifter and double velour puff, with her own Zodiac sign stylized in golden metal on pastel background. Be sure to give month and day of birth, or specify which Zodiac sign is desired.

$3.50

Postpaid—No COD's, please

The Josselyns

Box 147 • Dept. E-3 • Dedham, Mass.



SMORGASBORD
COMPLETE - DELICIOUS
. . . to serve at home!

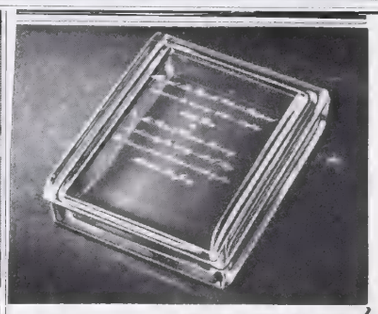
A complete assortment of the finest Smorgasbord . . . fish, cheese, crisp bread . . . ready to heat and serve. Wonderful for any meal . . . perfect for cocktail snacks . . . will not spoil . . . provides a reserve larder to treat 6 people and s-t-r-e-t-c-h for more! Send for the HOME SMORGASBORD PACKAGE today!

- PARTIES
- COCKTAILS
- COMPANY

$6.75 ppd.

Send check or money order (no CODs) to

SWEDISH FOODS, Inc. Dept. H
125 Broad Street, New York 4, N.Y.



Invitation **TO SMOKE**

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½".

$7.95 *postpaid*

Complementing ash trays etched with first names of bride and groom, $5.00 a pair. Gift-boxed and shipped directly to the bride, if desired. Delivery, about ten days.

No C.O.D.'s please

HOLIDAY HOUSE

13 Bellevue Theatre Bldg., Upper Montclair, N.J.



CRYSTAL CHANDELIERS

Model Pictured $97.50

5 gracefully curved arms. Beautiful imported crystal prisms and festoons of buttons. 33" long, 20" wide. Other models as low as $35.00. Write for free booklet on chandeliers and sconces.

KING'S ANTIQUE SHOP

Dept. B-8, Leaksville, N. C.



A WIFE SAVER!
Keeps Ironing Cord out of Way

TRY ON APPROVAL IN YOUR OWN HOME
Send no money—pay postman nothing

The famous KORDAWAY saves you ironing time, energy and trouble. It keeps the cord off the board, making ironing easy and preventing the soiling and wrinkling of clothes. KORDAWAY clamps solidly anywhere on ironing board and prevents cord from twisting, fraying or burning out.

FITS ALL IRONS . . . OLD OR NEW

Write today for your FREE TRIAL KORDAWAY. If satisfied after 10-day trial just send $1.95. If not satisfied . . . send it back and you owe nothing.

WRITE TODAY—try before you buy!

Please Send me_____Kordaways for 10 day Free Trial In My Home. If satisfied I will pay $1.95.

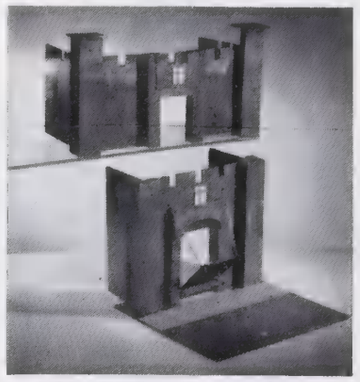
Name_____

St. Address_____

City_____State_____

Homemakers' Mart, Dept. HB-3
Box 1376 Beverly Hills, California

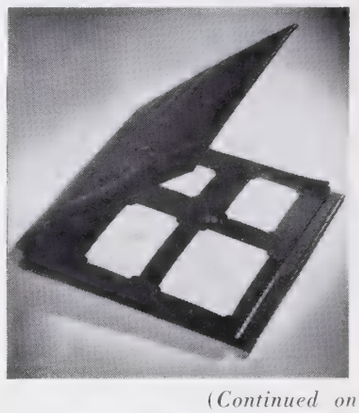
Window Shopping



THE MOAT IN HIS EYE, if he's a young military man, will be the painted one that runs under this miniature drawbridge. Made of camouflaged gray wood that looks like the masonry of feudal castles, its bridge is hoisted by chains. Drawbridge, 9½" x 8½" x 8½" high, and matching fortress, 12" x 13½" x 7½" high, $2.50 each ppd. J. J. Anthony, Box 402, Milwaukee, Wisc.



THE EFFECTS OF LACQUER are heaven for a lazybones—a holiday from polishing your silver candlesticks and trays, your copper bowls and brass andirons. And this kit lets you do the job yourself. It consists of a bottle of lacquer remover, a can of lacquer spray, and application cloths. Trial kit, $2; large economy size kit, $3.50 ppd. Little Grey Gift Shop, 1300 Madison Ave., New York 28, N. Y.



FOTODIARY holds your precious snapshots in place without paste or photo edges, and there's no measuring to space them evenly. The secret is the little slots that hold 192 of the seven most popular sized prints. Made of washable maroon leatherette, it's equally good and absolutely safe for negatives. 11¼" x 11¼". $3.95 ppd. Gift of the Month, Inc., 542 Fifth Ave., New York 19, N. Y.

(Continued on page 37)



FAITHFUL HOUND DOGS
ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 47 pounds

Solid Brass Dogs..... $29.95

Cast Iron, black satin finish..... $19.95

Catalog of other sizes 6 cents *Transportation collect.*

TENNESSEE CHROMIUM PLATING CO.

206 Louise Avenue N Nashville 5, Tennessee

WORLD'S MOST LOVED AND WANTED PICTURES
Beautifully Reproduced **IN FULL COLOR** on 10" China Plates



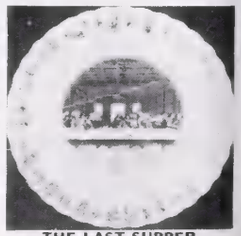
INSPIRATION
Inspiring Portrayal of Christ by J. M. McConnell

For Easter, Mother's Day & All Year Around

Beautiful colors permanently fired on opaque white china plates. Borders embellished with 23-karat gold in delicate leaf lace design. These are indeed exquisite works of art. Satisfaction guaranteed. Mail order now.

$2.00 ea. $3.75 pr. Postpaid
Sturdy Wall Hangers 25c ea

HOUSE OF HARRIS, Dept. B-1
4146 Lankershim Lane
No. Hollywood, Calif.



THE LAST SUPPER
The World's Greatest Classic by Leonardo DeVinci

new glamour for your home!

Surprisingly priced at $229.50 for sofa and chair



Pillow Back Sofa and Chair in Jacquard Mohair Frieze

This glamorous new Kroehler Cushionized Furniture is beautifully upholstered in sculptured, high-loop mohair friezes . . . in many interesting patterns and stylish colors. Both sofa and chair are yours for only $229.50

Terms available.

Your living room becomes glamorous instantly with this smart, new Kroehler Furniture. See its modern, low-slung, streamlined simplicity. Notice the luxurious fabric . . . the finger-thick cord that trims the base and outlines the deep, soft pillow backs. Buy Kroehler Cushionized* Furniture for extra comfort—sold only by Authorized Dealers.

*Reg. U.S. Pat. Off.

Cushionized furniture is made only by **KROEHLER**

(Say KRAY-LER)

WORLD'S LARGEST FURNITURE MANUFACTURER

Kroehler Mfg. Co., Chicago 11, Illinois • In Canada: Stratford, Ont.

WEDGWOOD

A LIVING TRADITION



DEVON SPRAYS

BONE CHINA

$12.25

FIVE PIECE PLACE SETTING

Cut out this picture of the newest Wedgwood bone china pattern, Devon Sprays (W 4076), and put it right on your table. See how it glorifies your own silver, crystal and linen! Then write for the name of the store nearest you where you can buy it and use it immediately.

Folder D of additional patterns, 10 cents.

JOSIAH WEDGWOOD & SONS, INC. • 24 EAST 54TH STREET, NEW YORK 22, N. Y.

MADE AT BARLASTON, ENGLAND



..in all her Day Dreams

...a wedding, a home, all her very own. She's wishful about a table aglow with most precious Wallace Sterling. It will be proudly displayed in sculptured "Third Dimension Beauty"— lovingly cherished as her most prized possession.



Famed designer, William S. Warren, created these exquisite patterns in full formed sculpture. Each design is lovely from every view—not only in front, but in profile and back as well. Only Wallace Sterling Silver has "Third Dimension Beauty." Six piece place settings from $32.50 to $43.50 including tax.

WALLACE SILVERSMITHS, WALLINGFORD, CONNECTICUT . . . *Since 1835* . . . WALLACE SILVERSMITHS, TORONTO, CANADA Copyright 1951

OTIS WOVEN AWNING FABRICS

"Both Sides Alike"



PHOTO: WALLACE STUDIO

Enjoy cool shade and Beauty too

When you give your house "*the Flattering Touch*" with awnings of gay, colorful Otis Woven fabrics, you add immeasurable beauty and charm to cool shade.

In brilliant stripes or rich plain colors, awnings of Otis Woven fabrics are as pleasing and inviting when you sit under them as when seen in perspective.

They show *both sides alike;* they are woven of sturdy yarns *dyed before being woven.* These fabrics are fully treated for water repellency and mildew resistance.

Go to your local awning dealer, ask to see his book of Otis Woven fabrics, in variety of colors and stripes. Choose the pattern you prefer and have him make your awnings of these smart-looking, long-wearing fabrics.

THE CANVAS AWNING INSTITUTE INC
MEMBER

OTIS WOVEN FABRICS PLIED YARNS 31 IN. 12 OZ. PER SQ. YD.

Sold through leading distributors everywhere

Manufactured by THE FALLS COMPANY IN NORWICH, CONNECTICUT

McCAMPBELL & COMPANY, 40 WORTH STREET, NEW YORK CITY: *Selling agents*

Window Shopping

CONTINUED FROM PAGE 32

THOUGHT FOR FOOD that caters to a gourmet's taste is the Penthouse Party Serenade hamper. It includes Jamaica Sauce, Instant Consommé, Smoked Oyster Paté, Roquefort, Cheddar, and Stilton Cheeses (all with olives); Anchovy, Salmon Caviar, Smoked Salmon, and Beluga Caviar (all mousses); and Old English Marmalade. In wicker hamper, $12.50 postpaid from H. Hicks & Sons, Inc., 30 W. 57th St., New York.



PHONEY BUSINESS. Mr. Bell's Tel calls for a fitting and accessible berth. And here it is, a special stand made to hold any type of base. Mahogany, cherry, red maple, golden antiqued Salem maple, natural, or walnut-finished hardwood, it measures 11¾" x 7½" x 23½" high. Perfect for extra plug-in extensions, it's $13.50 express collect. No c.o.d.'s. C & T Associates, 3415-D South San Pedro St., Los Angeles 11, Calif.



CANDLELIGHT AND BRASS is a combination that gives decorative distinction to your dining room paired on either side of a gilt-framed mirror. Or hang them in the foyer where their gracious glow gives a warm welcome. This twosome is made of solid brass, lacquered to prevent tarnishing. 9½" high x 7½" wide. $9.95 the pair exp. coll. Forest Hills Gift Center, 105-17 63rd Road, Forest Hills, N. Y.





Here's what you get:
- Handwoven reed basket
- Jade-green Ivy Plants
- Rich soil for planting
- Flower pot for basket
- 2 yellow ceramic birds
- Handsome metal hanger
- Raffia for hanging
- Planting instructions

Only $3.95 postpaid
Order OFFER NO. 77
No charges, please. No COD's.

Old English
IVY HANGING BASKET

Happy-up your home or garden!
Here's something different 'n exclusive, guaranteed to brighten any nook or patio. We handweave the reed basket right here at Bear Creek Gardens and send it to you with finest quality Star Ivy plants... green as spinach on St. Patrick's Day. Two cute yellow ceramic birds brighten the roof and the make-believe nest. Grows indoors or out... to keep it happy, simply water 'n admire it now and then. Mighty nice for apartments and offices, too.

Harry and David
P. O. Box 370, Medford, Oregon
Creators of the one and only Fruit-of-the-Month Club ®

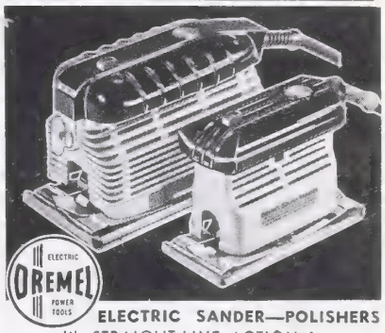
YOUR BED CAN'T COLLAPSE WITH THESE NEW
BEDSPRING SUPPORTS



NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.



ELECTRIC SANDER—POLISHERS
with STRAIGHT-LINE ACTION for
GUARANTEED SCRATCH-FREE SURFACES

Here's the latest word in power sanding. Dremel Sanders have a *straight-line reciprocating action*, guaranteed to produce a scratch-free finish. Traveling at the high speed of 14,400 strokes per minute, they make child's play of all home and workshop sanding operations. Both models operate on 110-120 V., 60 cycle A.C. only.

MODEL "A"—Over a quarter-million in use! A time and labor-saver for housewives, homeowners, hobbyists. Ideal for sanding woodwork, cabinets, unfinished furniture, etc. Perfect for polishing any waxed surface. Also a soothing massager. Weighs only 2½ lbs. Sanding pad 2½" x 5½". Furnished with 6 sheets sandpaper, sheepskin, 1 felt pad. $14.85

MODEL 2000—Added stroke and extra power for heavy-duty wood-working and building projects, furniture and cabinet making, boat building . . . refinishing, sanding and remodeling jobs. A superb wax polisher! Weight 5 lbs.; 3⅛" x 7" sanding surface. With steel carrying case, 25 sheets ass'td. sandpaper, sheepskin pad $24.50

WHERE TO BUY—Send remittance in full . . . we'll ship postpaid, or send only $2 now and pay postman balance plus postage and fee. Money back if not delighted after 5 days' trial.

DREMEL MFG. CO. Dept. 491-C RACINE, WIS.

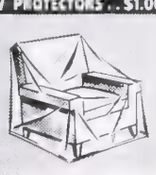
LIN-MAR HOME PLASTICS

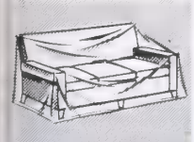


Mitered Plastic
MATTRESS COVERS
Keep mattresses clean, sanitary with new, wrinkle free cover! Mitered corners, elastic reinforced, snap cover on in a jiffy. Waterproof. Single or double bed size **1.98**

CRIB SIZE MITERED MATTRESS COVERS . . . $1.00
FULL SIZE ZIPPERED PILLOW PROTECTORS . . $1.00

CHAIR COVER
Protect your fine furniture from dust, dirt, scratching, scuffing, pets, sticky fingers with plastic slip covers. Cut extra full to fit all chairs – 36" x 36" to 36" **$1**





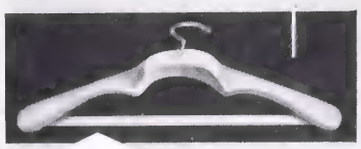
SOFA COVER
Keep sofas clean at low cost! Odorless, pliable, acid and alkali resistant clear plastic. Cut to fit all sofas, size 90" x 36" x 36". All orders shipped same day received **$2**

SET OF 2 CHAIRS, 1 SOFA—$3.95

LIN-MAR COMPANY, Dept. P 2
Box 2568, Baltimore 15, Maryland
Please Add 15c Per Order For Handling
SEND CHECK—WE PAY POSTAGE!

Perfect for
GIVING or GETTING

PRESERVES NATURAL LINES OF YOUR CLOTHES AND FURS!



DRESSWELL HANGERS
MADE IN SWEDEN

Beautifully carved of selected seasoned beech, 20" (extra wide with ample shoulders). Clear, natural, luxury-lacquered, modern finish. Nickel-plated (rustproof) hook. Unusual Gift for the Person Who Has Everything. 3 for $5. 6 for $9. Send check or M. O., no COD's.

SWEDISH WOODWARE CORP.
82 WALL ST., N. Y.



"OLD HOOSIER" Brand HOME CURED, SLOW HICKORY SMOKED, HAMS, BACON, TURKEYS, for GOOD Easter Eating—

Young, tender, juicy, flavorful, personally selected whole hams, bacon and turkeys. Home cured and slow, hickory smoked in the good old-fashioned way. THEY'RE NEVER HURRIED. No finer quality anywhere at any price. Carefully packed and shipped prepaid to reach you in perfect condition. Order Now!

Hams, 10 to 16 lbs.	$1.25 per lb.
Bacon, 4 to 8 lbs.	$1.15 per lb.
Turkeys, 10 to 15 lbs.	$1.50 per lb.

Specify size desired. No C.O.D.'s.
Prepaid East of Miss. River.
West of Miss. add 50c per order.
SAFE DELIVERY GUARANTEED.

"OLD HOOSIER" Meats
BOX 27, MIDDLEBURY, INDIANA

DIRECT from my orchard TO YOU



100% PURE Vermont MAPLE SYRUP

Let me send you this year's "first-run" golden-clear 100% Pure Vermont Maple Syrup, direct from my orchard. I tap only select sugar maples. My colorful, lithographed cans are VACUUM PACKED for top flavor. Recipes incl. *Excellent for gifts!* Send check or M.O. TODAY.

½ Gallon $3.95 postpaid ■ Gallon $6.95 ppd.

S. ALLEN SOULE, Box 4, Fairfield, Vt.

Enclosed is $ . . . . . Please send . . . . . Qts. . . . . ½ gals. . . . . Gallons

Name . . . . . .

Address . . . . . .

City . . . . . State . . . . . .

2.45 POSTPAID QUART



COLLAPSIBLE
Salad Basket

Imported from France is the handiest salad washer that ever graced a chef's kitchen. To make salad fixin's come clean, simply whisk greens in basket under cool water and shake. Or douse basket full of strawberries, grapes, cherries, plums, etc., into cold water. Made of springy rust-resistant wire. Salad Basket is easy to clean. COLLAPSES FLAT for storage. Makes an original gift, wonderful for kitchen showers. **$1.00**

Folding Cart—Laundry Basket—Dampening Bag
All 3 in 1!



Simplify washday problems with amazing LAUNDER-DAMP! Rolls smoothly on rubber wheels. Super-strong, lightweight aluminum frame. Convenient height eliminates bending, stooping! Heavy gauge Velon plastic dampening bag, with attached clothespin pocket, holds full washing machine load. Protective self-cover keeps laundry clean and damp-fresh for next-day ironing. Clothes won't mildew. "Feather-light" . . . folds flat for storage. **$6.98**

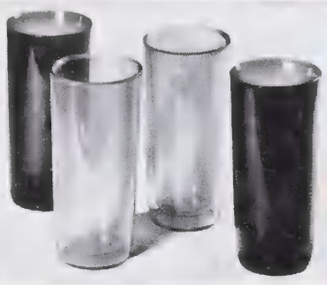


Purse Organizer
Never Before at These Low Prices!

End exasperating search in your handbags. Works like a filing system. Holds everything in place: keys, compact, lipstick, pen, nail file, cigarettes, wallet, etc. Sizes to fit all handbags: SMALL, 6¼" x 3½", 7 pockets; MEDIUM, 7" x 3½", 7 pockets; LARGE, 8½" x 3½", 9 pockets. For daily use. SIMULATED LEATHER in Red, Green, Navy. (Give 2 color choices, please.) For dress. BLACK TAFFETA with colorful Roman Striped divider. State sizes, colors, materials. Stock up now for hostess gifts, Canasta or Bridge prizes. Simulated Leather, **$1.00** Taffeta, **$1.50**

No C.O.D.'s Please. Satisfaction Guaranteed

ELRON 156 W. Chicago Ave., Dept. AF-20, Chicago 10, Ill.





- *Keep Ice Cubes 4 Hours!*
- **THERMO TUMBLERS**
- Exciting new Thermo Tumblers keep i
- cubes four hours without melting. (Pro
- it to yourself!) Two layers of Polystyre
- with a vacuum between is what turns t
- trick. Won't sweat, need no coasters, wor
- moisten hands. 10-oz. size in festive colo
- of Cobalt Blue, Red, Green, or Amber.

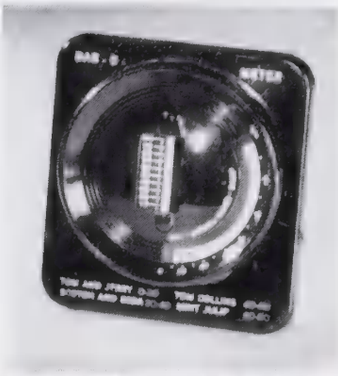
Set of 4 (one each shade) $5.00 postpaid Each, postpaid $1.2

The Artisan Galleries

Fort Dodge, Iowa



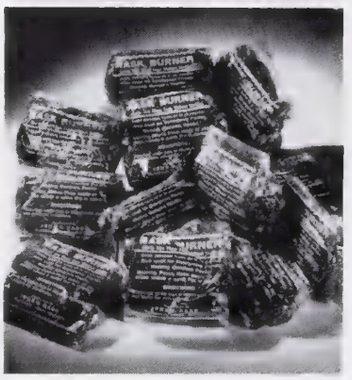
Window



BAR-O-METER prescribes th proper spirits calculated accor ing to the temperature and hu midity. When both are high, recommends a mint julep, whe the thermometer takes a nos dive, it specifies eggnog. Lots o fun for the bartender in you house. Its indicators actuall work, are set in black plastic. 3 square. $1.95 ppd. The Gam Room, 1538 Connecticut Ave Washington 6, D. C.



PORKY'S A PIG TIME that will turn every small slow poke you know into a clock watcher. His hands point out th time, and the back-of-the-wris watch is engraved with any firs name. Guaranteed by mfr., boy' watch $4.95, girl's $5.95 includ ing the engraving. Add 10% ta and 20¢ W. of Mississippi. Krim stock Bros., 112 N. Ninth St. Philadelphia 7, Pa.



THESE CATCH ON QUICK LY and start your fire off with blaze of glory—*without kindling* Each of these burners, neatl wrapped in cellophane, will burn brightly for 30 to 45 minutes— plenty of time to start a crackling fire in your hearth. They're fine too, for starting picnic fires, heating camper's food, etc. Box of 12 $2 ppd. Northmore's, P. O. Box 756, Highland Park, Illinois.

NOW..."Fresh" HYACINTHS

to grace your home for years!

You can have real spring freshness of Hyacinths all year long! These stately, tall flowers are our famous hand crafted waxed Gay Deceivers®—so alive-looking, so natural, you'd think they had just been transplanted from your garden. 3 white or pink Hyacinths. Arrangement 10" high in traditional white enamelled pot. **$6.00** postpaid.

Mail and Phone Orders Promptly Filled

Write today for your FREE CATALOGUE of other Gay Deceivers flowers and arrangements.

®T.M.Reg.

Constance Spry Incorporated

322 PARK AVENUE
NEW YORK 22, N.Y.



CAPE COD CUPOLA



Now you can get a Ready-Built fully assembled CUPOLA for your garage, breezeway or ranch house that will fit on any pitch roof. Made of pine, painted white, roof COPPER covered, 25" high, 19" square at base. Only a screwdriver needed to put up in 10 min. Only $29.75 Ex. collect. Smaller cupola for 1 space garage $23.75 Ex. collect. Weathervane shown 19" x 23" all copper, black or natural, only $9.50 postpaid.

Free catalog showing cupolas, weathervanes, signs, lanterns and aluminum lamp posts. Catalog contains history of weathervanes.



CAPE COD WEATHERVANES
408 Hawthorn St.
Dept. CB New Bedford, Mass.

SWIRL-O-MATIC

WASHES YOUR CAR FASTER EASIER



Just hold . . .
Revolving brush does the work ONLY $6.95 PREPAID

WASHES WINDOWS, BOATS, SIDINGS

Simply attach SWIRL-O-MATIC to any garden hose. That's all! Amazing turbine-action quickly cleans, gives car a gleaming finish . . . *without getting you wet!* Free detergent included!

- Rinses as it cleans without streaking!
- No rubbing, scrubbing, wiping!
- Easy to use . . . weighs less than 1 lb.
- Pure non-scratching horsehair bristles!
- Guaranteed—aluminum and brass metal parts cannot rust! *Brushes replaceable!*
- Save money—pays for itself in 5 washings!

SPRING CLEANING! Order SWIRL-O-MATIC *now!* Use it to clean storm windows, screens, etc. Order 3 ft. extension ideal for this purpose. $2.50 extra (Prepaid).

West of Mississippi: add 25c each item.

MELAIRE DISTRIBUTING CO.
Dept. 12 HB, 420 Lexington Ave., N.Y. 17, N.Y.

NEW PAINT

NONE BETTER PLASTIC FINISH
makes SWEDISH or BLOND MAPLE
ALSO IN LIMED-OAK FINISH
out of your old walnut or mahogany furniture

. . . and you don't need to sand, scrape or remove old finish. Easy to apply. Economical to buy.

ORDER BY MAIL

Prices, including Postage, are given for your convenience to cover quantity needed to do each of the following:

$5.20 each—Breakfast Set, Bed & Dresser, Upright Piano, Garden Table & four Chairs, Dining Room Table & four Chairs.

$9.50 each—Complete Dining Room Set, Complete Bedroom Set, Woodwork Trim of two Rooms.

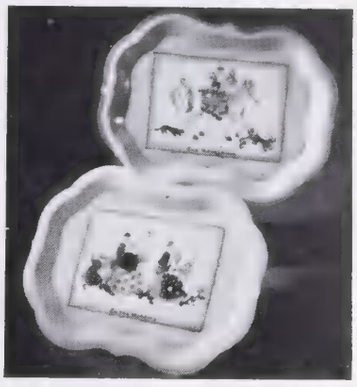
Send check or money order. Prompt shipment.

N-B ENAMEL PAINT CO., INC.
MAIN OFFICE: 4100 Bergenline Ave., Union City, N. J.

Shopping



HERE COMES THE BRIDE. and never was a wedding portrayed with more delicious humor or exuberance. A series of Bavarian folk scenes, illustrating the happy incidents leading up to and following a marriage, decorate a set of canape trays. Made of white antiqued metal, 9" x 7", group of 4 (all different) are $10; 8 are $20. Add 35c postage. Black Starr & Gorham, Fifth Ave. at 48th St., New York 19, N. Y.



IT'S A TRUE HITCHCOCK, made in the original factory in Hitchcocks-ville, Connecticut, and it bears Lambert Hitchcock's own Warranty Seal. If you've yearned for one of these distinguished chairs, here is your chance. It's true in every detail to the century-old original. With crown back and rush seat. $39.95 express charges collect. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



"SHORTHAND IN 4 DAYS," sounded like an impossible claim to us until we investigated the Abbreviatrix method. And although it might not make you a professional wizard, it will enable you to take notes quickly using longhand letters. Order it for your college student daughter who has writer's cramp from cramming the professor's wisdom into her notebook. $1.50 ppd. Fineline Co., 303 Fifth Ave., New York.





LOOK! Amazing New Discovery!

It's More Brilliant Than a Diamond!

Write today for the FREE illustrated booklet that tells the full story of the latest miracle of science — the story of a glorious jewel discovered in the laboratories of one of the world's largest corporations. Read all about the Kenya Gem that so closely resembles a diamond that only an expert can tell the difference.

More Fire! More Brilliance! But Costs Far Less!

This marvelous gem has more brilliance, more fire, and a more dazzling display of color than the finest diamond, and yet it costs only 1/30th as much as a diamond of equal size. ***You can buy on Easy Payments if you wish.***

You can now own an unmounted Kenya gem for only $27 (1 carat) to $120 (4 carats); also men's distinctive rings and ladies' fashionable rings and earrings of 14K white or yellow gold set with expertly cut Kenya gems.



The Cinderella of Science

Kenya Gems are the sensational discovery you read about in the Reader's Digest and The Sat. Eve. Post, "the only thing on earth more brilliant than a diamond." It is a true gem, crystallized by science instead of nature. Copyright 1950 Kenya Gem Corp.

Write Today or Send Coupon for FREE Illustrated Booklet

KENYA GEM CORPORATION
DEPT. 243 PHILADELPHIA 44, PA.

Write or Mail Free Coupon Today

Kenya Gem Corp., Dept. 243
Philadelphia 44, Pa.

Please send me, without obligation, the FREE illustrated booklet telling all about Kenya Gems.

Name .....
Address .....
City ..... State .....

YOUR BED CAN'T COLLAPSE WITH THESE NEW
BEDSPRING SUPPORTS



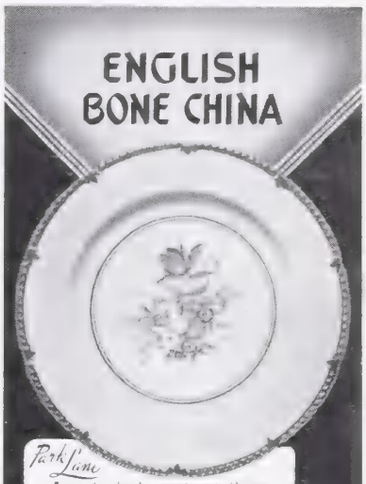
NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E, Atlanta, Georgia

ENGLISH BONE CHINA



Park Lane
America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request

Herbert S. Mills
EAST KING ST.-HAMILTON, CANADA

NO MORE WET, WIND-BLOWN NEWSPAPERS and MAGAZINES!

The ideal mail box that holds *all* your mail, and newspapers, too; protected from wet and wind.



Only $6.95 Postpaid
(Denver and West $7.30)

16" high, 11½" wide; projects 3⅛" to 4⅝". Streamlined for appearance. Sturdy, non-rusting ALUMINUM. Five baked-on finishes—Antique Bronze, Pearl Gray, Cape Cod White, Hammered Brass, Colonial Black. Deluxe Model in "Pebbled Platinum" finished aluminum—$7.50 postpaid. (Denver and West $7.75.) Add the lock cover at $2.95 and the box is pilferproof—add the engraved name-plate at $1.50 for individuality.

Send your order today—specify first and second finish choices.

NOR-GEE CORPORATION
2220 Palmer St., Jamestown, N. Y.

Cats Love to CLAW Furniture

KITTY CHAPERONE STOPS THEM



Cats are independent and seldom do as they are told, specially when it comes to keeping off the furniture, sharpening claws on the legs or tearing upholstery.

Kitty Chaperone keeps cats off beds and furniture—away from anything you want to protect. Just shake it on—you can't smell it; cats avoid it! Harmless. Big shaker package **$1.**

SEND NO MONEY!—Order your **Kitty Chaperone** C.O.D. $1, plus postage (or send $1 bill at our risk and we pay postage).

Money-Back Guarantee

Powder Chaperone
Keeps Dogs Off Furniture!

Protects chairs, sofas, rugs anything you don't want your dog to use. Just shake on some **Powder Chaperone.** You can't smell it; dog avoid it! Safe and easy way to train stop puppy damage. **Powder Chaperone,** Shaker Package **$1.**



FOR OUTDOORS

Liquid Chaperone keeps dogs cats, other animals away from garbage pails, shrubs, evergreens, gardens. Just spray on; does not wash off. Harmless. 8 oz. **$1.**

SUDBURY LABORATORY
Box 466, South Sudbury, Mass.

CUTS 24 PERFECT "FRENCH FRIES" IN ONE STROKE!

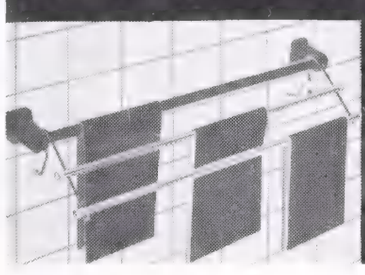


Here is the first professional type potato and food chopper to be sold at a popular price. Mrs. Damar's Jiffy Chipper is simple, sturdy, and extremely easy to use. Just insert a whole potato, press the handle, and *presto* —24 perfect "French Fries"! It's wonderful for dicing other foods and salads too. Made exclusively for us in a rust-defying and gleamingly plated finish. Easy to clean, absolutely safe. A wonderful gift. Sold exclusively by mail, at only $2.98 (plus 25c extra for postage)—or sent C.O.D. plus postage charges. 10 day money-back guarantee. Write for free copy of Mrs. Damar's Guide to Happy Housekeeping.

Mrs. DOROTHY DAMAR DEPT. PC126 22 Treat Place, Newark 2 N. J.

GUEST E-X-T-E-N-S-I-O-N TOWEL RACK

TRIPLE YOUR TOWEL SPACE!



Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate over nickel on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee.

$3.95 POST-PAID

Single bar extension, $2.45 Ppd.
C.O.D. if desired; fees and postage added

ALLEN METAL PRODUCTS CO.
24 LeWarts Rd. Yonkers 5, N.Y.
You can take it with you (3-51)

FOR EASTER

Famous Lilies of Bermuda

. . actually cost less!

Air expressed to you, field fresh and petal perfect, these exotic, giant-size Bermuda Lilies keep their delightful perfume and loveliness for three weeks or more! Yet they actually cost less than ordinary lilies. You, yourself, control their blooming by following simple directions.

Order yours now for Easter!



Box of 18 blooms $6.50—Box of 36 Blooms, $12.00 Prepaid — Gift card enclosed if desired

ORDER DIRECT FROM

CALLNON BROTHERS
Agents, Lilies of Bermuda
1724 LUDLOW STREET
PHILADELPHIA 3, PA.



"DRAM MISER"
golden purse-atomizer
$1.00 postpaid

A little gem! Elegant golden perfume vial for your purse has both atomizer top and bottle cap so you can use it either way.

HALL GALLERIES
ALBERT STEIGER · COMPANY
SPRINGFIELD · MASSACHUSETTS



FRAME PICTURES YOURSELF with these UNFINISHED FRAMES

Frame your pictures at home with these wonderfully thrifty 2" deep unfinished wood frames. You can leave them natural or finish them yourself to match the woods in your room. In beautiful shell pattern, glued corners with coated brads.

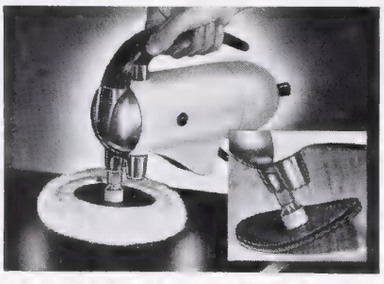
FOR	PRICE	FOR	PRICE
5 x 7	**$1.10**	11 x 14	**$1.60**
8 x 10	**1.30**	12 x 16	**1.70**
9 x 12	**1.40**	14 x 18	**1.80**
		16 x 20	**1.95**

Minimum order $3.50 postpaid
No C. O. D.'s please

STANDARD PICTURE FRAME CO., Dept. B-3
231 Mercer St. New York 12, N. Y.

WEDGWOOD
Wallpaper with Matching Fabric
A very interesting documentary print for today's interiors . . . in lovely decorator colors. Wallpaper—$4.35 per roll. Fabric—$3.75 per yd.

A. L. Diament & Co.
ESTABLISHED 1885
34 E. 53rd St. . . . . New York
1515 Walnut St. . . . . Philadelphia
Strafford . . . . . Pa.



USE ELECTRIC MIXER TO WAX, POLISH, SAND
with new slip-on TOOLZON

Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **$3.00**
Extra wool buffer $1.00
Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.
BOX 265H • WALNUT CREEK, CALIFORNIA



Window



LITTLE LADDERBACK scaled for a child, comes unfi ished and ready to paint to mat the nursery, to decorate for Mo my's kitchen helper. Made hardwood, it's 28" high over a has a 13" high hand-woven fib rush seat. $4.75. Mahogany finis $6.25. Rocker, $5.25 unfinishe $6.75 in mahogany finish. Ex charges coll. Made to last a lif time by Jeff Elliot, Rt. 3, Eliz beth City, North Carolina.



"GOOD FENCES make goo neighbors" and they make a fi border, too, when you put u Alum-A-Fence. The baked enam finish is weatherproof, eliminat yearly painting. One 38" cent stake, two 28" end stakes, fo 36" picket rails (white only 12 graduated pickets, green, bu gundy, white, yellow, blue, brow $12.95; 2 for $25 postpaid fro Alum-A-Fence, 12 Hillside Ave Williston Park, N. Y.



YOU FORGOT YOU GLOVES, but you'll never forg them again if you have the Cli On Glove and Umbrella Holde The gold-plated chain slips arou your gloves and the hand cl fastens to your purse handle lapel. The same principle follo for safeguarding your umbrell Just $1 ppd. Schaffer Gift Hous 246 Morris Ave., Springfield, N.

PRINT YOUR OWN POST CARDS

The GEM STENCIL DUPLICATOR saves money . . . gets results quickly! Hundreds of uses for every type of business and organization. No experience needed. We ship the GEM complete with all supplies. Guide Board for accurate printing and 60-page Book of Ideas at the special low price of only $8.50. The GEM is *guaranteed forever.*

FREE TRIAL OFFER

Use the GEM FREE at our expense! SEND NO MONEY. Write and complete GEM outfit will be sent you postpaid. After ten days, send us only $8.50 or return the GEM. You must be satisfied! WRITE TODAY.

COMPLETE OUTFIT only $8.50



Send No Money Write Today

Our 21st Year

BOND EQUIPMENT CO. • Dept. 36
6633 Enright • St. Louis 5, Mo.

DESTROY UNWANTED HAIR FOREVER

TEMPORARY RELIEF IS NOT ENOUGH



Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER.* Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

"NEW BEAUTY FOR YOU"

SEND 6¢ COINS OR STAMPS FOR BOOKLET

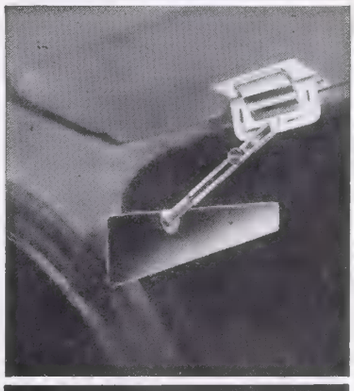
MAHLER'S, Inc., Dept. 8-C, Providence 15, R. I.

Shopping





A COUPLE OF SALTS are these two gay ducks dressed in jaunty blue and white felt hats and collars. A fine pair of Easter paraders for a nursery crib or a teenager's window seat, they're made of velvety yellow plush. Even their beaks are awry, their wings perky. 10½" tall, $6.95; with "Easter Parade" music box, $9.95; 5½" tall, $1.95; with music, $5.50. Ppd. Peggy Dickson, Bryn Mawr, Pa.



DRIVERS BY NIGHT who are plagued by the blinding glare of approaching headlights will welcome this plexiglas glare shield. It clamps to your sun visor, adjusts to the driver's eye level, folds away when not in use. And it will save your eyes, your disposition and perhaps your life. Approved by leading insurance companies, $3.45 ppd. Damar Distributing Co., 22 Treat Pl., Newark 2, New Jersey.



DREXEL CREAM WAX. Spring housecleaning, bless it, is upon us, and here is the furniture polish that will gleam the surfaces in your house. Developed in the laboratories of a famous furniture maker, it is used to condition every piece they produce. Use it on any finish or leather, and see how it saves your furniture from scratches. $1 the pint ppd. Drexel Furniture Co., 472 Huffman Road, Drexel, N. C.



FAMOUS FIGURES

Start your gallery of history's heroes with these lifelike miniatures. *Caesar* or *Joan of Arc*, **$4.25** each prepaid. *Lee* or *Grant*, **$4.75** each prepaid.

Catalogue sent upon request
No C.O.D.'s please

Military Miniatures
America's Foremost Miniature Figure Shop
1384 Lexington Ave. New York 28, N. Y.

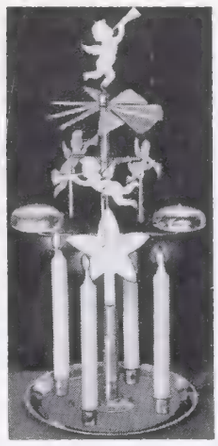
WORLD'S SMALLEST RADIO MADE TODAY $4.99 pp.



ABOUT CIGARETTE PACKAGE SIZE—Weighs only 4 ounces! A REAL RADIO—NOT A TOY—GUARANTEED TO "BRING IN" LOCAL STATIONS CLEARLY IF USED AS DIRECTED OR REFUND! NO TUBES—BATTERIES OR ELECTRIC POWER HOOK-UPS OR "PLUG-INS" NEEDED—WORKS EVEN WHEN ALL POWER IS OFF—DURING "BLACK OUTS." Has new selective circuit and beautiful two color black and red cabinet. USE IT MOST ANYWHERE YOU GO! Should last for years.

SEND ONLY $1.00 (bill, ck, mo) and pay postman $3.99 COD plus postage or send $4.99 for p.p. delivery. COMPLETE WITH EXTRA ($1.00 value) LONG DISTANCE AERIAL KIT AND PHONE—Wonderful gifts for boys and girls. LIMITED SUPPLY DUE TO PRESENT CONDITIONS. Order now to assure delivery.

MIDWAY CO. Dept. BHB-3 KEARNEY, NEBR.



FOR EASTER

"ANGEL CHIMES" CANDELABRA

MADE IN SWEDEN

Solid brass throughout. The most enchanting decorative innovation in years. Heat rising from the candles causes the Herald Angels to revolve striking the bells with their wands. The resulting chime-like sound is completely charming. A delightful centerpiece that may be used whenever dining by candlelight! 13" high. Please note that this 4-candle "Angel Chimes" has a tray base to prevent soiling tablecloths. Do not confuse it with the lower priced 3-candle candelabra that sets directly on the tablecloth. (Extra candles—imported, hand dipped, dripless (60c per dozen).
Including 4 candles ..... **$3.50** postpaid.

Order by Mail
Send Check or Money Order
Write for Catalog

L. F. BLACK & COMPANY, Inc.
99-16 Metropolitan Ave., Forest Hills, N. Y.



AT LAST! Electresteem
10 to 24 hour* Vaporizers
and ROOM HUMIDIFIERS!

Split-second steam action gives almost instant relief from misery of nose and chest colds. Absolutely safe! Remote water reservoir can't become boiling hot. Automatically shuts off when water evaporates. Detachable Vapo-cup for vaporizing medicaments. PREPAID within continental limits U. S. A. *Furnished with 48½-oz. jar for 10-hour vaporization. For 24 hours use 1-gal. Mason type jar. AC current only. Send check or money order (No C.O.D.) **$6.95**

STANDARD model in gleaming plastic $5.95

DIRECT SALES
P. O. Box 1271, Dept. B, Cincinnati 1, Ohio

SUEDE AND LEATHER COATS — JACKETS CLEANED • REDYED

HANDBAGS SUEDE—LEATHER ALLIGATOR

CLEANED — DYED — REFINISHED
RELINED • REPAIRED • RESTYLED

All Leather Gloves (Minimum 3 pairs) Rejuvenated — $1.00

send articles for free estimate

DELIVERY SERVICE IN MANHATTAN
MU 8-2030
Mail Orders Dept. B3

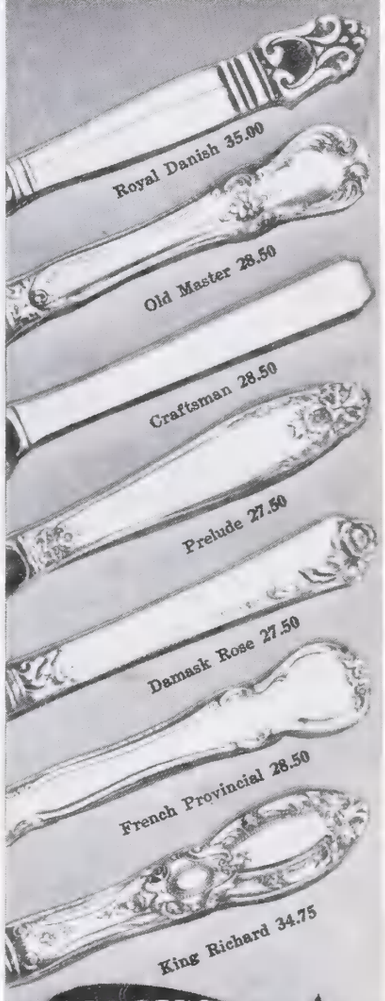
LEATHERCRAFT PROCESS OF AMERICA, INC.
1052 1st AVE. (at 57th St.)
NEW YORK 22, N. Y.

MACY'S Silver Club Plan

Your Sterling Silver Service

ONLY $5 DOWN, $5 A MONTH

(24 pieces in 4 place settings)



MACY'S

Here's all you do:

- Choose from 158 patterns by all leading American silversmiths.
- Receive your sterling set with your first payment! Set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
- For 4 place settings (24 pcs.) $5 down, $5 a month;
  6 place settings (36 pcs.) $7.50 down, $7.50 a month;
  8 place settings (48 pcs.) $10 down, $10 a month;
  12 place settings (72 pcs.) $15 down, $15 a month
- Receive, without extra charge, a jewel-box anti-tarnish silver chest... engraved initial on each piece!

Prices are for 6 pc. place settings, including Federal Excise Tax. Price-fixed by mfr. under Feld-Crawford Act of N. Y. Prices and terms subject to change without notice.

Macy's, Box 70, N.Y.C. (1) HB3
Enclose $_____ down payment
Pattern____ ____No. of place sets____
Name_____
Address_____
City_____ State_____
Employed by_____
Position_____
Name of Bank_____
(wife should give husband's occupation)

Silverware
REPAIRED AND REPLATED



SILVERWARE REPAIRED AND REPLATED LIKE NEW

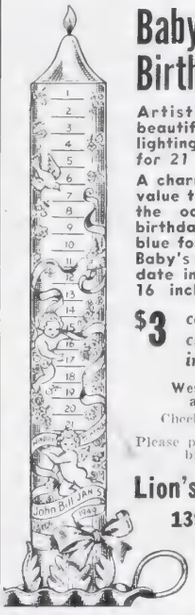
Gold, silver, nickel, chromium, brass and special finishes. Antiques restored. Write for price list or ship to us for estimate. If estimate is unsatisfactory we will return prepaid. Prices reasonable, all work guaranteed by our 60 years experience.

SIMMONS PLATING WORKS

219-223 Pryor Street, S. W., Atlanta, Ga.

Serving the nation for over a half century—Established 1891.





Baby's Personal Birthday Candle

Artistically designed, beautifully colored for lighting on *every birthday for 21 YEARS.*

A charming gift of lasting value to a new-born or on the occasion of child's birthday. Pink for girls—blue for boys.
Baby's full name and birthdate inscribed free. Size: 16 inches, weighs 1 lb.

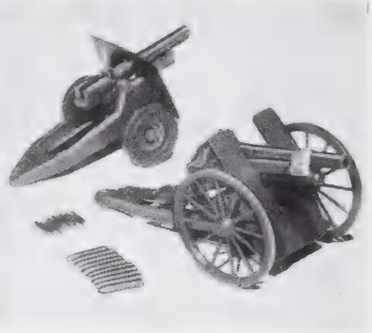
$3 *covers everything including wrought iron holder.*

West of Mississippi add 20c postage
Check or Money Order

Please print child's name and birthdate clearly

Lion's Novelties, Inc.
139 Payson Ave.
New York 34, N. Y.
Dept. HB

Something New: WEDDING ANNIVERSARY CANDLE (personalized) Write for Folder.



IMPORTED BRITISH MINIATURES

These metal scale models are not only exact reproductions of real guns but they actually fire shells or caps. Harmless, of course. The Royal Artillery gun, right, raises and lowers into 3 firing positions. The 25-pounder Howitzer, left, glides on rubber tires. Both have movable wheels, come with shells. Collectors of all ages will prize them. Sent postpaid. Artillery gun, **$1.50.** Howitzer, 75¢.

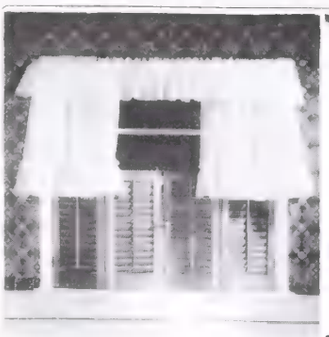
J. J. ANTHONY
Box 402 Milwaukee, Wis.



hostesses praised for
BABY SHOWER
favors · decorations

Distinctive design and originality in this jolly full-color 3-dimensional "Favor-it" matched set of Baby Shower table decorations. Fun to assemble. 38 pieces include invitations, nutcup-placecard combinations, tallies for cards, 2 stork centerpieces. . . . CIRCUS PARTY or MOTHER GOOSE party decorations for 8 children also available. All 3 delightful ensembles are exquisitely designed for gay parties.

only $2.00 per set postpaid **PARTY HOUSE** 3420 WEST CAPITOL DRIVE MILWAUKEE 16, WISCONSIN



Plantation **SHUTTERETTES**

Brighten *any* window with authentic reproduction shutters & shutterettes. Made in *hundreds* of sizes from kiln-dried sugar pine with folding panels and adjustable louvers. 4 panels shown complete with interpanel hinges, brass hooks and china knobs, sanded ready for your favorite finish, 36" wide by 19" high, easy to install. $23.00 FOB Santa Monica, Calif.

DEVEREUX PRODUCTS CO.
1725-A Berkeley St., Santa Monica, Calif.

Send 10¢ for catalogue of wonderful decorating ideas using Plantation Shutters for windows and doorways.



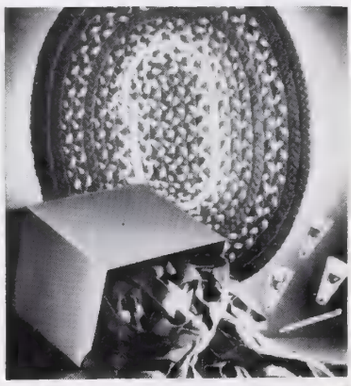
Window



ON A PEDESTAL sits t handsomest bowl that ever serv up salad at a midnight supp festooned an Easter table pil high with fruits. Hand-turn solid cherry, the "Party Che measures 8" high, 14" wi $17.95; with 6 bottles of A Lee's delicious French dressi $19.95; 12 bottles of dressi alone, $4.35; 24, $8.45 postpa Carl Forslund, 122 Fult Grand Rapids, Michigan.



IT SHOULDN'T HAPPEN a dog to be tormented by fle ticks, or other insects. And needn't if he sleeps on Flea-N Mat, the new chemically treat pad that effectively exterminat these pests. It banishes the "d gy" smell, too, without powderi or washing. Covered with hea cotton mesh, 15" x 28", $2.9 28" x 36", $4.95 ppd. V. F. G rett Co., Box 1143, Dallas, T



BRAID YOUR OWN RU as easily as you do up Miss P tail's wispy locks. This compl kit comes with all the felt y need for a 2' x 3' rug in tan a two shades of blue, or tan a green, brown, rose, or dark r With three braiders, lacer, a easy instructions, $4.85. A there's a special kit for beginn to make covers, pot holders, e $1.98 ppd. Bloomfield Wool Co., Bloomfield, Indiana.

NATURAL REDWOOD FINISH:
Gloss or Dull



Even long-lasting Redwood needs surface protection. Famous Liquid Raw-Hide Redwood Finishes are now available in four types: Redwood Color-Stain and Sealer; Natural Clear Gloss; Dull Finish Coat; Penetrating Redwood Color-Preservative. Each guaranteed for the use its name describes. Preservative $1.45 Qt., $3.95 Gal.; others $1.65 Qt., $4.65 Gal. Prepaid.

LINSEED OIL PRODUCTS
351 DEL MONTE STREET
PASADENA 3, CALIFORNIA

For Men Who Wear . .

SIZES 10 to 16 WIDTHS AAA to EEE

KING • SIZ

THE GREATEST NAME IN "EXTRA SIZE" FOOTWEAR



We SPECIALIZE large sizes only—si 10 to 16; widths AA EEE. Loafers, W Tips, Moccasins, D Oxfords, High and Work Shoes, House S pers, Rubbers, Ov shoes, Sox. Extra qua at popular prices. Sa faction guarante Sold by mail only

88 SIZES to fit you!

From $2.95 to $15.95
NEW SUMMER SENSATION!
NYLON MESH SPORT OXFORDS

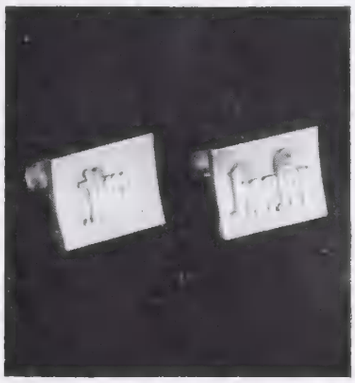
SEND FOR FREE CATALOG

KING • SIZE, Inc., 498, Brockton, M

Shopping



ELEGANCE ON THE CUFF. There's no doubt about it. There's magic in the sight of your own name—perhaps because it's one of the few things *exclusively* your own. That's why these cuff links, handcrafted of sterling silver, are such a wow. With his initials, or any name up to 8 letters, on each link, they're only $11.95 including tax and postage. No c.o.d.'s. Robert Slaton, 504-05 Praetorian Bldg., Dallas, Texas.



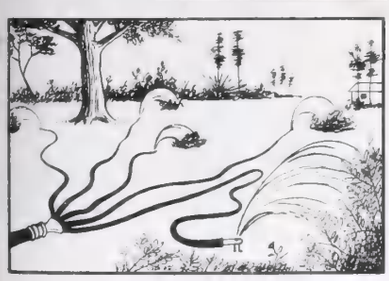
GRAND OPENER. There just isn't a can or bottle that this wondrous gadget can't open. Made of gleaming chrome and imported from Italy, it does the trick neatly when you're opening wine, beer cans, bottles. Even sardines are duck soup to this wizard. $3.95 postpaid. The Bar Mart, Inc., 62 W. 45th St., New York 19.



YOUR THUMB WILL TURN GREEN as a leprechaun's waistcoat if you nurture your plants in these ceramic holders. Perfect for temperamental African violets, the outer section holds the water, the inner's for the plant. Brown, chartreuse, gray, jade, or off-white. 3½" sq., 2¾" deep, $2; 3¾" x 5½", $3. Oval, 7½" x 3¼" x 2¾" deep, $3.50; 7½" x 3½" x 3½" deep, $4.50 ppd. Baker's, 1532 Sansom St., Philadelphia, Pa.



WATER 5 SEPARATE PLANTS AT ONE TIME



HOW SPRINKLEZE MAKES LARGER, BEAUTIFUL PLANTS, FASTER

Amazing Sprinkleze is easily attached to the end of your garden hose. Then the 5 smaller plastic hose of Sprinkleze can be placed to water 5 separate plants, odd shaped beds, borders, or large lawn areas! Your plants get more water from fan-like sprays, gentle as a spring rain. Grow faster and more beautiful with little trouble to you. Hoses are of practically indestructible plastic, with brass sprinkler on end. Can be left outdoors year 'round. Complete unit consists of two 13 ft., two 9 ft., and one 7 ft. hose. Weight only 2 pounds. Pat. Pend.

SOLD ON MONEY BACK GUARANTEE. ORDER TODAY for more beautiful plants. Complete unit only $8.95. Colors: Black, Red or Green. Specify your choice. We pay postage on prepaid orders.

Send check or money order today.

JONS MANUFACTURING CO.
406 Dantzler St. Dept. 10 St. Mathews, S. C.

NEW!

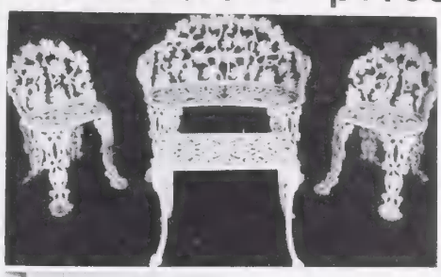


Trash Disposal Unit Burns Refuse Safely

■ A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to

ALSTO COMPANY
Dept. HB-3
Cleveland 1, Ohio

Attractive prices on these



Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

Aluminum		Cast Iron
$30.00	Large Settee #601 39" wide	$25.00
$22.00 ea.	Armchairs #602 22½" wide	ea. $18.00
$13.50	Table #160 30" wide	$11.00



Left: WELCOME BELL—Blends with any type home and ideal for any entrance. Guest will enjoy pulling this cord and ring this solid brass heavy resonant bell. Sturdy ornamental iron frame with strong pull cord. Excellent for calling children. Only $12.95

Right: Just the thing for your African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send $24.50.



Below Left: Antique Foot Scraper and Umbrella Stand. Exact copy of New Orleans antique. Combination foot scraper and umbrella rack. Painted white or black. 17" high. Base 11" wide. $6.50



Many other Cast Iron and Cast Aluminum items at attractive prices
Send for catalog

WALL BRACKET for FLOWER POTS

12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. $4.50



Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

J. F. DAY & CO.

Dept. B-3
1903 4th Ave., South
Birmingham 3, Ala.

FREE CATALOG on SHAPED TO FIT Plastic FURNITURE COVERS



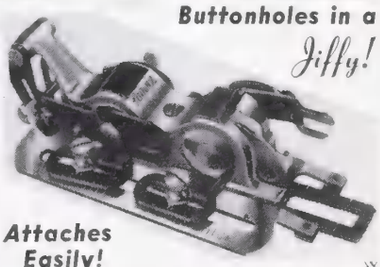
There's No Better PROTECTION!

MADE OF TOUGH FIRESTONE VELON

Plastic covers provide lasting beauty for your furniture. Guard against dirt, grime, children or pets. *Over 30 different styles,* including **Sectionals, Lawson, Kidney, Wing, Hideabeds** and others. Soft, pliable, won't crack or peel. On or off in a jiffy. Lowest prices, *plus money-back guarantee!* Most chair sizes $3.95. **Write for FREE CATALOG & SWATCH—send name and address NOW!**

House of Schiller
Dept. HB-3, 180 N. Wacker, Chicago 6, Ill.

Buttonholes in a Jiffy!



Attaches Easily!

THE *"FAMOUS"* BUTTONHOLE WORKER

Only **$9.95**

Now you can make a wide variety of trim, professional-type buttonholes in any fabric at home on your sewing machine. Attaches easily . . . buttonholes in a jiffy! Completely adjustable! Short, small, long and large buttonholes are at your command without fuss or bother. A Buttonhole Worker Model to fit any type of home sewing machine regardless of age, make or condition.

In ordering, specify make of machine and type of bobbin, whether round or long. $9.95 postpaid, or C.O.D. plus postage. Money-back guarantee.

FREE CATALOG

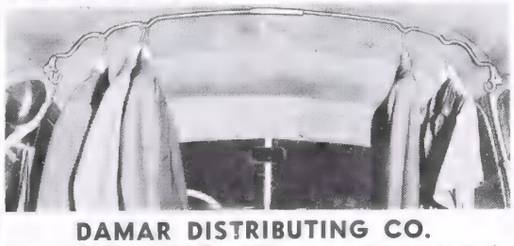
SAVE DOLLARS AND DOLLARS

on Sewing Supplies, fabrics, art needlework. New 48-page illustrated Catalog shows thousands of these items. Send for FREE Catalog today.

SEWING ECONOMY, Inc.,
Dept. 1403, Rockville Centre, L. I.

AMAZING AUTO CLOTHES RACK PREVENTS WRINKLES

Holds up to 32 Garments FULL LENGTH!



Save cleaning and pressing. Relieve packing troubles. Hang-All is amazingly easy to install. Because of its patented exclusive suspension principle it does not obstruct rear view vision or use of doors or windows. Hang-All fits flush with the roof of your car—does not touch doors or windows—out of the way—always ready for instant use. Instantly detachable if desired. This is the original, popular, patented HANG - ALL rack. Only $3.98, plus 25c extra for postage. Money-back guarantee within 10 days. Write for free housewares gift guide.

DAMAR DISTRIBUTING CO.
Dept. H-11 22 Treat Pl. Newark 2, N. J.

Window Shopping

NEW Tenite Brush Head—Won't Break
Durostyrene Bristles—Won't Mat



De Luxe "Wonder Wand"
CAR and HOME WASHER

Greatest Fountain Brush value ever!

Put car wash money back in your pocket! Simply attach new 1951 "Wonder Wand" to garden hose and flush away grime in 12 minutes in your Sunday best. It pays for itself in a few washings! Amazingly improved — has every wanted feature: colorful Eastman Tenite brush head a hammer can't break; 4 ft. handle of featherlite aluminum alloy; and big soft fountain brush of magic Durostyrene bristles (won't shed or mat). Gently scrubs, soaks, rinses as it cleans. Also for windows, porches, walls, boats, etc. Exclusive with Breck's by mail. Order today — stock is understandably limited. Order No. G265.



$4.95

MONEY BACK BY AIRMAIL *if you don't say it's the best car washer buy on the market!*

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1818

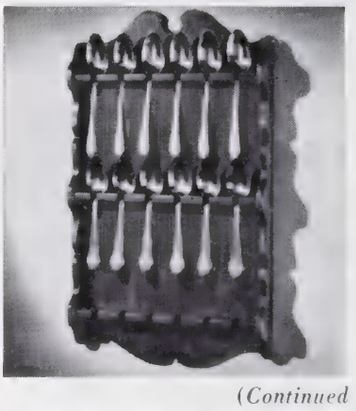
ORDER BY MAIL • POSTPAID & GUARANTEED
134 Breck Bldg., BOSTON 10, Mass.



WINSLOW HOMER SHOW. A series of six full-color lithographs. after original watercolors by one of America's outstanding artists. includes: Flower Garden and Bermuda Bungalow; Sloop—Bermuda; Shore and Surf—Nassau; Hurricane—Bahamas; Fishing Boats—Key West; and Nassau. Over-all size is 15" x 19". $5 the set plus 50¢ postage. Order from Lexington Art, 960 Lexington Ave., New York 21, N. Y.



TO SAVE YOUR SOLES from the beating they take from hard and draughty floors, try these foam-rubber slipper soles. They're ¾" thick, shock-absorbing, and are compounded with a fungicide to help prevent athlete's foot. With them you get instructions for knitting 4 different types of women's slipper tops to go with them. $1.95 pr. Add 25¢ post. Send shoe size. Sewing Economy, Rockville Centre, N. Y.



IF YOU COLLECT SPOONS, this is the rack that will display them with distinction. It has a mellow old pine finish, holds 18 demitasse spoons or teaspoons. Show it off in an Early American dining room. 17½" long, 10½" wide, its nice price tag is $3.95 postpaid. Foster House. 15 Cole Court, Princeville, Illinois.

(Continued on page 49)

56 YEARS OF GUARANTEED SERVICE



Dyeing by Denihan

IS AN ART

- Dresses, gowns, drapes, etc. dyed with a guarantee not to shrink out of fit.
- We boast article will not appear dyed.
- Dry cleaning wedding gowns, ribbon, knits, lamé, taffeta frocks, our specialty.
- Experts on tapestries, laces, heirlooms, curtains, bedspreads, & mothproofing.

Specialists
Suede and Leather
Cleaned and Redipped

Suede Suits.....$8.00
Gloves (short).....50
Men's Suede Jackets.....4.75

mail to Palm Beach • Hamilton Bermuda
B. J. DENIHAN
215 East 64th St. — N.Y.C. — TE 8-2100



Amazing results guaranteed!
RE-PLATE worn Silver in just 5 MINUTES!
New plating solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE," the new silver-plating liquid, contains pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating; gives worn silverware that "brand-new" look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle, **$4.** Economy 8 oz. size, **$7.**

MARKET-COMBERS
Box 3282, Atlanta, Georgia (Station F-3)

POST LAMP



Old Meets New

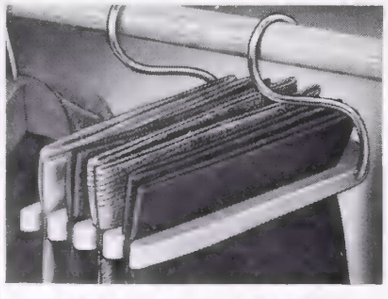
A distinctive practical decoration for your lawn, drive entrance or back yard. Will make an everlasting gift. Finish—dull black. Ready for installation with glass panels and chimney. Uses any standard light bulb up to 100 watts. 1" post sleeve.

$15.50 Postpaid

Send check, or money order. No C.O.D. please. Produced by the Nation's leader of post lanterns.

FAN-CRAFT MFG. CO.
305 East St. Plainville, Conn.

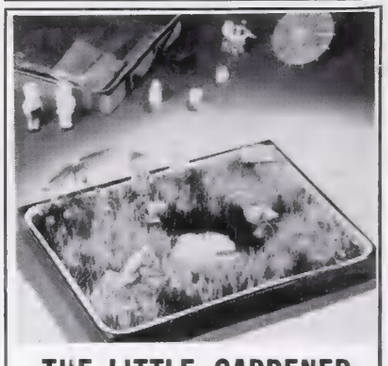
SAVE TIME—SAVE SPACE
"Your Personal Valet"



PANTS and SKIRT HANGER by JUICE KING

New! Different! Holds up to 8 pairs of trousers . . . 4 skirts. Only 5½ inches wide. No clamps to set—garments quickly slipped into or removed from hanger, no lifting from rod. Rust-proof aluminum—no warping, attractive Hammerloid finish. Keeps clothes wrinkle free...wardrobe neat. Folds compactly for traveling. Only $2.95 post paid. Check ☐ Money Order. Satisfaction guaranteed or your money refunded.

NATIONAL DIE CASTING COMPANY
3639 West Touhy Avenue, Chicago 45, Illinois



THE LITTLE GARDENER

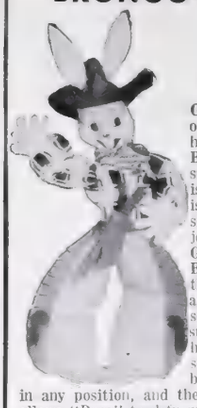
Fascinating Easter Garden Children Grow Themselves In Just a Few Days!

They'll have exciting fun as they plant, tend, water and see it grow into a beautiful, intriguing indoor garden. With these wonderful accessories to arrange and re-arrange: Magic Grass Seed. Special Soil. Little Boy and Girl. Two Rabbits. Goose. Dog. "Keep off The Grass" Sign. Garden Umbrella, Imitation Lake, Aluminum Lined Tray for planting. Easy to follow instruction sheet. Delightful toy, lovely child's room decoration. Only **$1.95** postpaid.

Mail Orders Filled Promptly
Our exciting Gift and Gadget Catalogue sent on request.

Max Schling Seedsmen, Inc.
615 Madison Avenue, New York 22, N. Y.

BRONCO-BUSTIN'



Flexy
"BUGS" BUNNY

Got a pint-sized cowbo or cowgirl at home? I he or she a "Bugs Bunny fan? If the an swer to both questio is yes, (and it probabl is) here's an inexpen sive way to bring doubl joy to your Pardner. Give them this "Bugs Bunny Bronco Buste that is more than jus adorable to look at . . sit him on his "Magic suction cup . . . twis him into any shape. Th secret is his lithe, flexi ble body that stays ben in any position, and the "Magic" suction cu allows "Bugs" to defy gravity. "Bugs" is gail garbed in a cowboy suit of flannel felt wit plaid shirt and he is armed with a "loaded felt carrot which he totes in his holster. Children love him because they can pose him s many ways—and because all 19½ inches of hi is so soft and cuddly.

Costs only $2.95 postpaid.

Sorry, no C.O.D.'s—Money back guarantee
Send for Free Gift Guide #72

Fineline Company
303 Fifth Avenue, New York 16, N. Y

The Easter Bunny's brought some Honeys!

Any bunny would beam — it's such a bright idea to give Cannon towels for Easter, especially when they come in sugar-candy colors that look good enough to eat! This basketful, for instance — brimming with lovely "Empress" — and bearing the famous golden Cannon label that marks the freshest towel fashions, the finest towels made. At leading stores — in complete ensembles with matching face towels, wash cloths, and bath mats — in these enchanting colors and all white. Bath towels, about $2.29. And see Cannon's exciting Easter gift sets, too, like the "Flower Box" illustrated below, about $7.95.

CANNON MILLS, INC., 70 Worth Street, New York City 13
Towels • Sheets • Stockings • Blankets • Bedspreads





The Beautiful Ashleigh

you can have no finer furniture

Since 1881, White designers and craftsmen have treasured all that contributes to *lastingly* beautiful furniture. Devoted artisans working with the choicest cabinet woods, through seven decades, have made the name WHITE synonymous with Fine Furniture. Now, in the Beautiful Ashleigh, created for those who are content *only* with the finest, they add new lustre to this honored name. You owe it to yourself to see these marvelous Sheraton creations. By their perfection of cabinetry and White's fine traditional Sheffield finish you will measure quality, beauty, and value in all Fine Furniture. Regardless of the dictates of your home and budget, give your dealer the pleasure of showing you today's finest furniture—The Beautiful Ashleigh.



For your copy of the new
WHITE ALBUM OF FINE FURNITURE
send 25c to: White Furniture Co.
Dept. SPHB-51, Mebane, N. C.

White
FURNITURE COMPANY, MEBANE, N. C.

The South's Oldest Makers of Fine Furniture

BEDROOM, DINING ROOM, WHITE-HALL TABLES



THE

Finishing Touch

CHARM AND BEAUTY

Significant as the orchid in highlighting charm and beauty that spellbinds every eye, Canvas Awnings on your home will command admiration and approval as the finishing touch in distinction, good taste and sound judgment.

CANVAS AWNINGS

The Best Shade Under the Sun

Canvas Awnings combine beauty and individuality, with protection against the summer sun, cooling comfort with utmost flexibility of control, plus economy in both first cost and maintenance.

Consult your local Canvas Awning dealer who has a wide selection of fabrics and designs to express and satisfy your personal taste and a service that merits your complete confidence.

The Canvas Awning Institute, Inc. is organized to marshal every resource of art, science and industry in making available better fabrics, better awnings and better service.



THE CANVAS AWNING INSTITUTE, INC. and NATIONAL COTTON COUNCIL

"There is no Substitute for Canvas Awnings"

THE CANVAS AWNING INSTITUTE INC.



Worth Demonstrated Over the Years

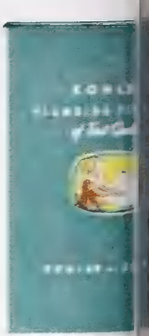
THE KOHLER mark on each plumbing fixture and fitting is your warrant for confidence.

The Cosmopolitan Bench Bath affords a useful seat, a slope end for comfortable bathing, and a flat, safe bottom. The lustrous Kohler enamel is fused to a base of nonflexing iron, cast for rigidity.

The Jamestown vitreous china lavatory, with the Centra mixer and Synchro mechanical drain, has a large basin and ample shelf space.

Kohler chromium-plated brass fittings are long lasting, efficient, made expressly for the fixtures they serve. Consult your Kohler dealer on selections for bathroom, washroom, kitchen, and laundry.

Kohler Co., Established 1873, Kohler, Wis.



Send for Boo
illustrated
showing prac
rangements o
and fittings i
settings.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION

Window Shopping

CONTINUED FROM PAGE 44

BEAUTIFUL BARGAIN. Here's the happy answer to all the wedding invitations that will fill your mailbox this spring. It's a sterling-silver steak set, and the stainless steel blade and tines are made in Sheffield, England. Actually, it's a toss-up which costs more—the sirloin or the handsome tools that will carve it! Just $5.98 incl. tax. Add 16¢ post. Macy's, Broadway at 34th St., New York, N. Y.



CONDIMENT TRIO. A French Limoges set, gaily decorated with blossoms, gold trim, and French Chantilly birds, is an engaging addition for your table. The covered jar holds mustard or horseradish. The two open dishes are for salt, pepper, garlic salt, pepper corns, etc. The nice price is just $4.95. Add 35¢ for shipping charges. Alfred Orlik, Inc., 745 Fifth Ave., New York 22, N. Y.

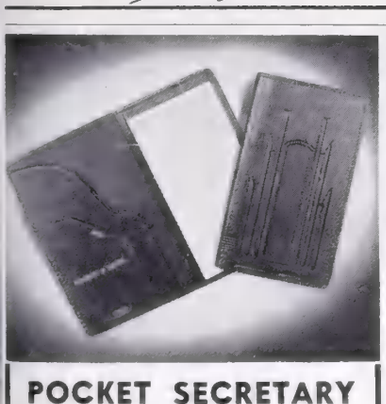


LIGHT FANTASTIC . . . only 6.75 each.



. . an ingenious bed lamp with serpentine neck and swivel base . . affixes to the back of any headboard, adjusts to any position for perfect lighting. Swings entirely out of sight behind the bed for daytime decor. Special bulb focuses light.

Hale's Beds
605 Fifth Ave., New York



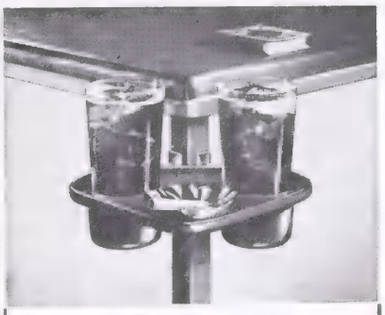
POCKET SECRETARY
In Genuine Leather

You'll remember not to forget with this luxury-leather POCKET SECRETARY. Big and roomy enough to carry important letters, cards and bills, plus large replaceable pad for memo notes. (3¾"x3½", folded). Choice of soft sheepskin in Brown Elk Grain or London Tan Ostrich Grain, with distinctively embossed cover. Free personalizing of any one-line name in gleaming gold inside. State leather and name wanted. Send check or money order; no C.O.D.'s, please. Send for FREE folder of other Genuine Leather specialties.

$2.50 Postpaid Fed. Tax Included

RUSSELL SNOW CO.
Dept. 166 Waltham 54, Mass.

"Card Partners"
serving trays to keep tables clear



Card Partners keep glasses, ash trays, pencils and pads within easy reach below level of table top. Sturdy plastic tray clamps securely to table leg. Easier and faster card games with no worries about spilled drinks. A boon to Canasta players . . .perfect for gifts and prizes. Available in Red, Green, Tan or Yellow. Immediate delivery. Set of 2 trays serves four. PER SET ..... $2.98 Ppd.

Write for Free Gift Catalog

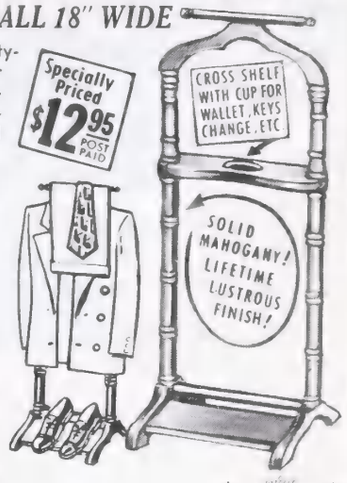
UTTAL'S Dept. C-1 Mount Vernon, N.Y.

Gentlemen's VALET STAND
LUXURIOUS MAHOGANY 49" TALL 18" WIDE

A handsome, smartly designed quality-crafted furniture piece for a man's or boy's room . . . for convenient, over-night-hanging of coat, vest, trousers, undergarments, necktie with rack for shoes and Built-In Cup on Cross-Shelf for keys, change, wallet, etc.

- **Everything neatly ready for time-saving, temper-saving morning rush dressing**
- **No more "clothes here and there"**
- **No more arguments**
- **A life-saver for housewives**
- **An ideal gift for all occasions**

Specially Priced $12.95 POST PAID



SEND NO MONEY —Order now! Pay postman only $12.95 plus postal charges C. O. D. Or send $12.95 with order (check or money order) for postpaid delivery. You save postage and C. O. D. fee. If not delighted, return in 5 days for refund either way you order.

KLOK CRAFTSMAN GUILD 154 Louis St., N.W. Dept. HB-3. Grand Rapids 2, Mich.

Royalty in Fine Furniture — A GENUINE CREATION BY KLOK CRAFTSMAN GUILD

Hagerstrom ORIGINAL

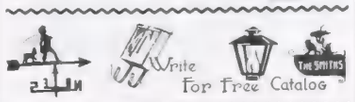
A sign of distinction for your own premises or as a gift for a friend. Made of aluminum finished in rich black.



Name up to 12 letters on both sides in aluminum, 16" wide, 18" high. $19.50

COPPER LANTERN. Black finish to match sign, 19" high, $28.50, with 4" x 4" post cap. 22" high lantern $38.50.

All prices f.o.b. Wheeling



HAGERSTROM METALCRAFT STUDIO
Handcrafted Specialties since 1922—Weathervanes, Door Knockers, Foot Scrapers, House Signs, Mail Boxes, Fireplace Screens, etc.
41 Old Milwaukee Road, Wheeling, Ill.



Handsome Folding

UTILITY TABLES
For Hundreds of Uses!

Just what every smart hostess is looking for . . . a set of 4 attractive, multi-purpose tables in an easy-to-carry packaway stand! Perfect for buffet suppers, television groups, cocktail parties, canasta or bridge, etc., they open when you set them down—close with finger tip control. Tops 17" x 14", have deluxe non-warping "tempered Masonite" finish, with Black, Hunter's Green or Wine alcohol-proof lacquer. Decorated in gold with a rose design. On sturdy 21" high black wooden legs.

Set of 4, decorated, $17.95; Plain, $15.95

Set of 2 tables, decorated, without stand, $7.50

Shipping charges collect *Sorry, no C.O.D.'s*

Larchmont Gift Shop
1930 Palmer Avenue Larchmont, N. Y.



GRACEFUL IVY SWANS
A Delightful, Decorative Note!

Charming enhancement for your breakfront, or as an unusual centerpiece. These beautiful swans are lovely filled with philodendron, trailing ivy, pansies or other small flowers. Fashioned of handblown clear crystal, each has a delicate red tipped beak. For your own home . . . for handsome gift giving!

Set of 3, $2.95 postpaid

Write for catalogue

THE SALT AND PEPPER SHOP
Dept. B-31
445 E. 86th St. New York 28, N. Y.



grace your home with
HORSELESS CARRIAGE DESIGN
smoking accessories

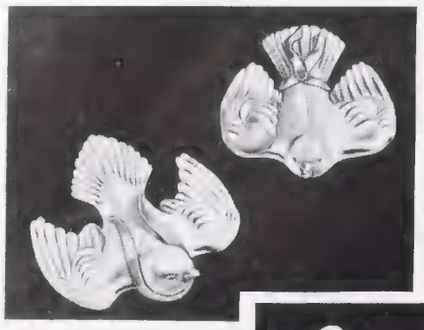
Authentic reproductions of *old-time autos* on ash trays and cigarette holder. The 1964 Cadillac, 1905 Buick, 1901 Oldsmobile, and 1906 Ford in full color on ivory porcelain with 22K gold trim. A distinctive note, equally good in a traditional or modern room . . . and really the vogue in decorating circles.

HE-MAN SIZE ASHTRAY 7¼" square . . . $2.95 ea., $5.75 pair, ppd.
CIGARETTE SET (2 ash trays, cigarette holder) . . . $3.95 per set, ppd.



Susan Smith
Dept. B-13
E. Main St. DUNDEE, ILL.

MAIL ORDERS PROMPTLY FILLED



Pax · The Dove of Peace!

Felix · The Bluebird of Happiness

•

New Ceramic Wall Planters

Pax, the Dove of Peace, is the symbol of harmony in your home. And she will hold flowers or a plant in her wings. Pax is of white glazed ceramic with a blue ribbon.

Felix, the Bluebird of Happiness, brings joy. He will hold flowers in his tail. Blue glazed with a pink ceramic bow.

Both make charming wall vases, plain or planted. 6" long.

$3.95 each, postpaid

$7.50 the pair



Salts & Peppers

Pax, the Dove of Peace, and Felix, the Bluebird of Happiness, in a cheerful salt and pepper set. Pax is white. Felix is blue ceramic. Conversation piece for your table.

$1.95 the pair, postpaid

An Exclusive Cesana Copyright

Cesana **Box 546-C** **Hollywood 28, California**

Rien
ne remplace
un vrai



J.Berlé

DELINEATOR ©

No more trying one bra after another! Berlé creates for you a Delineator exactly fitted to your individual contours. You'll hardly know you're wearing it. From $17.50 in the world's finest materials. One-year written guarantee. Consultation welcomed.

J. BERLÉ, 26 West 58 St., N. Y.
Telephone: Plaza 5-6250





SITTIN' PRETTY is mighty easy for little men and little women in these gay Bambino Chairs. Bright fiesta colors. Red, Blue, Green, or Yellow, with splashes of hand painted fairyland flowers. 17½ inches tall, with sturdy woven rush seats. They're kids' own chairs for nursery play, television viewing, or small fry tea parties. Each postpaid, only $3.45.

$3.45 PPD.

Special per pair, postpaid, only $6.45

Southwestern Gifts

630 East Alameda Way, Santa Fe, New Mexico



Window



SHELF PRAISE is the tune we've been singing ever since this hanging wall cabinet arrived on the scene. Made of selected hard wood in a maple, walnut, mahogany, or pickled-pine finish, it has 3 show-off shelves for your figurines, small plants, books, or portable radio. With firm hooks for hanging, it's beautifully finished, is 15" x 6" x 24" high. $9.95 exp. coll. Maymac Co., 77 W. Grand St., Mt. Vernon, N. Y.



FRENCH MILITARY POST CARDS are a wonderful reference library for the collector of lead soldiers. The following series of 10 cards each are $1.50 per series: French Revolution, Hussars, Artillery, 2nd Empire, Cuirassiers, Dragoons, and Sailors of the modern French Navy. Infantry series of 20 cards is $3. All are in full color. Ppd. Military Miniatures, 1384 Lexington Ave., New York 28, N. Y.



YOU'LL BE FAMOUS for your Sunday morning popovers, your supper party muffins, shaped like ears of corn, if you have this fine cast-iron ware. The popover pan practically guarantees that your masterpieces will rise to the occasion. It makes eleven 2½" x 1½" popovers. $2.75. Corn cake pan bakes 7 fingerling muffins $1.60. Postpaid. Add 25¢ W. of Miss. The Vermont Crossroad Store, Waterbury, Vermont.



PROTECT YOUR CHILD

The Original Stay-A-Bed guard, used on any bed, will keep your child from falling out. Saves the expense of a youth bed—tots graduate from crib to regular size bed. Slips on and off instantly—store under bed during daytime. Your choice of natural, maple, walnut, mahogany or white. Specify if for Hollywood bed and add 39¢ per guard ordered.

Patent No. 2496068

$5.95 Each Side

Immediate Shipment

Express Collect. No C.O.D.'s Please

—ALSO AVAILABLE—

Knockdown—unfinished—Fits any bed—Partially assembled—Easy to put together $3.95 each side

RESIDENT SALES COMPANY
207 Brower Ave., Rockville Centre, N. Y.

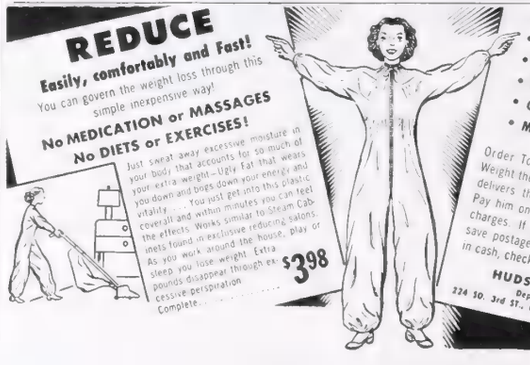
REDUCE

Easily, comfortably and Fast!

You can govern the weight loss through this simple inexpensive way!

No MEDICATION or MASSAGES
No DIETS or EXERCISES!

Just sweat away excessive moisture in your body that accounts for so much of your extra weight—Ugly Fat that wears you down and traps down your energy and vitality . . . Yes, just get into this plastic coverall and within minutes you can feel the effects. Works similar to Steam Cabinets found in exclusive reducing salons. As you work around the house, play or sleep you lose weight. Extra pounds disappear through excessive perspiration. Complete **$3.98**



- MADE OF VIRGIN VINYL PLASTIC
- WILL NOT CHAFE OR IRRITATE
- FULL LENGTH ZIPPER
- FITS ALL SIZES MEN AND WOMEN
- CAN BE WORN ALONE OR OVER CLOTHING
- MONEY BACK GUARANTEE

Order Today and Start Losing Weight the moment your postman delivers the STEAM BATH SUIT. Pay him only $3.98 plus delivery charges. If you prefer you can save postage by remitting $3.98 in cash, check or money order

HUDSON CO.
Dept. K-21
224 So. 3rd St., BROOKLYN 11, N. Y.

Shopping



PLENTY OF DOUGH used to be made and stored in the old Pennsylvania Dutch Dough Boxes, and here's a copy of the antique —scaled down somewhat to make you "sew-happy." In an old-pine finish, with spindles for spools, removable tray for pins, needles, etc., it has heaps of room for all your mending. 14" x 22" x 20" high. $24.50 f.o.b. William Spencer, 710 Chestnut St., Philadelphia 6, Pennsylvania.



WHEN PERFUME TAKES A TRIP, it is indeed a perilous journey. A bumptious porter, a jutty road, a jouncy train—and the fabulous potion plays havoc with your clothes. But not with this perfume bottle guard! Generously padded and waterproofed. It's made of plastic leather, has a zipper closing. Tan, maroon, or green. $3 plus 25¢ post. Hamacher Schlemmer, 145 East 57th Street, New York 22, N. Y.



A PERFECT LAMB to find gathered next to your bed on Easter morning is made of the finest curly plush. For a little angel, you'll want it in white; but for an into-everything rascal, the black sheep might be more appropriate. 15" long, with a music box that plays "Easter Parade" or "Mary Had a Little Lamb," it's $5.50. Without music, $3.75. Ppd. Handy Toy Company, 175 Fifth Avenue, New York, N. Y.





BOUNTZEE BOOTZ

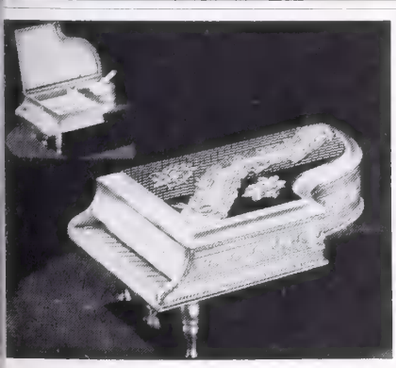
One whole inch of foam rubber sole to give you the lift of your life! You'll b-o-u-n-c-e through your housework . . . to the shower . . . all over town! Choose (1) faded blue denim with red, white or blue trim; (2) white terrycloth with red or navy trim; (3) a solid shade of red, brown, green, yellow or blue desert cloth. Terry and desert styles are terrycloth lined. Sizes: small, medium or large.

$3.75 postpaid

(No C.O.D.'s, please)

FERN WHITE

3600 Magnolia Blvd. Burbank 1, Calif.



MUSICAL SMOKER

Grace your coffee table with this beautiful full size realistically different Musical Cigarette Box and Ash Tray. This heavily silverplated decorator's piece will add charm to your home. When you open the lid of the piano the music plays.

$10.95 (Federal Tax Inc.) Check or Money Order—No COD.

Lynn Scott Gifts **5-F**

98-40 64th Ave. Forest Hills, N. Y.

Catalogue on request.

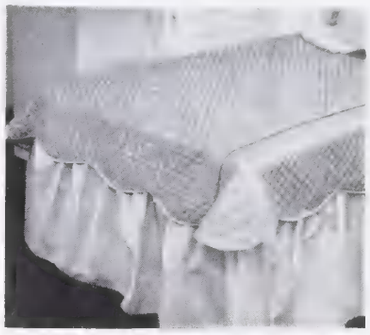
SHOP by MAIL at COLTEN'S



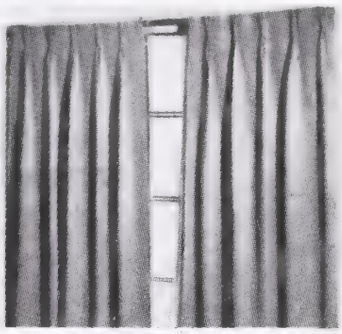
KIDS LOVE "HOPALONG" and they adore this washable chenille bedspread with "Hoppy" and "Topper" woven into the pieces. Sun-drenched western colors of mountain grey, desert tan or cowboy blue. Twin spread, full spread or 90" long drapes are 10.95 each. Non-skid washable rugs, 2 x 3 ft. 5.95, 2 x 4 ft. 6.95, 3 x 5 ft. 9.95, 4 x 6 ft. 13.95. Postpaid.



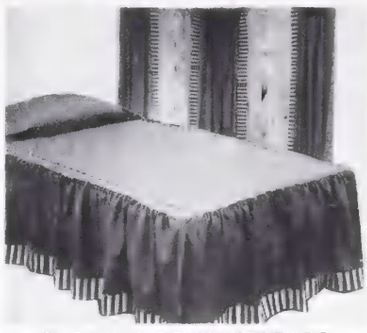
YEAR 'ROUND SEERSUCKER bedspreads are fashion-wise, require no ironing. White seersucker ruffle and trim on solid colors of forest green, dusty rose, yellow, mint green, chartreuse, pink, blue or wine. Twin spread 10.95, double spread 12.95, 90" long drape 8.95, vanity skirt 5.95, sham 3.95. Color samples on request. Postpaid.



MIX-or-MATCH Everglaze Chintz dust ruffles and quilted coverlets are practical, style-wise, precisely tailored. In 7 mixable, solid colors of cloud grey, hunter green, powder blue, maize, cherry red, flame or white. Dust ruffles are 8.95 in twin, 9.95 in full sizes. Coverlets are 13.95 in twin, 15.95 in full. Pillow sham 5.95, ruffled 90" drape 12.95. Color samples on request. Postpaid.



LUXURIOUS DRAW DRAPERIES of full bodied rayon, bengaline-faille are ready-to-hang, have 10 pinch pleats to the pair. Breathtaking solid colors of corn yellow, mint green, forest green, medium blue, rose-beige, rose-dust, eggshell, wine, grey, cherry-rose or chartreuse. Finished pleated width is 48" per pair. 54" long 4.95, 63" 5.50, 72" 5.95, 81" 6.50, 90" 6.95. Color samples on request. Postpaid.



EXCITING DENIM SPREADS in solid colors of sunset red, cadet blue, cocoa brown or sea green have a multi-color hem and trim that combines all these colors. The denim is sturdy and washable. Twin spread 12.95, double spread 14.95, pinch-pleated 90" drapes 9.95, vanity skirt 9.95, striped pillow sham 5.95. Color samples on request. Postpaid.



DOUBLE WEDDING-RING is an heirloom-quality bedspread with an interlacing design of chenille and candlewick . . . that catches the true spirit of this famous pattern. Trimmed with a hand-knotted fringe. Dreamy soft ivory shade. Twin bedspread is 12.95, double bedspread is 14.95. Postpaid.

COLTEN'S

Write MISS SMITH
1351 BEACON STREET
BROOKLINE 46, MASS.

Established 1921

"One Of America's Finest Home Furnishing Specialty Shops"

Springtime is Closet Time

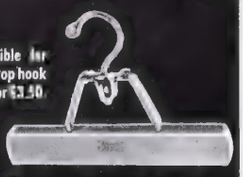


Decorator's Personalized Hangers. Sturdy monogrammed 18" hanger for guest or personal closets. Extra length, strong chrome hook. Please specify initial.
3 for $8.



Extra wide clear lacquered Swedish modern finish. Selected imported wood. Extra length trouser rod. 3 for $5—6 for $9.

Men's Trouser Hanger. Indispensible for perfect grooming. Simple to use. Drop hook to open and swing back to close. 6 for $3.50.





Ladies' Plastic Suit Hanger. For suits and 2 piece dresses. True shoulder shape. 17" wide. Special nickel plated hook and clips. Crystal clear plastic. 6 for $3.

No C.O.D.'s or Stamps please all postpaid write Dept. B

NATIONAL HANGER CO., INC.
15 WEST 18th STREET, NEW YORK 11, N. Y.



EXCLUSIVE SMOKING SET

Orlik Lighter of Ginori porcelain, Baroque style, beaded enamel border in ruby, turquoise or green, gilt Swiss insert. **$15.00**

Ash Tray, fancy border, to match, 3½" x 4¾" **$4.95**

Alfred Orlik Inc.
745 FIFTH AVE., AT 58th ST., NEW YORK 22



ZODIAC CHARMS FROM OSLO NORWAY

Strikingly wrought by the skilled hands of world-famous craftsmen

Jewel colors of Cloisonne enamel laid on gold-plated sterling silver base from the jewelry shop of famed Carl Andersen. All 12 Zodiac signs now ready. Ideal to wear on watch bracelet, charm band, neck chain, or, for men, on watch chain or cemented to wallet or belt. Good luck! Money back guarantee. Specify sign or birthday. *Only* $3.95 ea., *postpaid incl. Fed. Tax* 24 page Gift Catalog FREE with order, or send 25c if not ordering.

HOUSE OF CHARM On the Road to Palm Springs.
3435½ East 8th St., Dept. AB, Riverside, Calif.

REPLATE YOUR OWN SILVER

—in five minutes with SILVAPLATE, the remarkable silverplating polish. JUST RUB ON WITH A CLOTH to re-silver worn Sheffield and similar silver on copper ware or to silverplate articles of copper, brass, or bronze. Save many $$$$ with 8 oz. ECONOMY bottle $7 (incl. 1 FREE doz. SILVACLOTHS, handy application cloths). 4 oz. bottle $4. Postpaid, Check or M. O.



LITTLE GREY FIXIT SHOP
"We Mend All But Broken Hearts!"
Art Objects, Silver, China, Glass, Jewelry, Etc.
Dept. B-3, 1300 Madison Ave., N. Y. 28, N. Y.

THE JOY OF FLOWER ARRANGING

Edited by HELEN VAN PELT WILSON





At last a fascinating, genuinely helpful new book devoted to *home* arrangements—using easily available plants and home-grown flowers. From January jonquils to December greens, 12 gifted arrangers cover every month of the year—make it easy and fun to follow their 108 *new* made-to-order photographic studies—exact description of technique, plants, colors, containers. Here's a wealth of fresh ideas, a delight for novice and expert alike! 104 black and white, 4 full-color photos, 256 pages. **$3.95** Postpaid

M. BARROWS & COMPANY, INC. Mail Orders Filled Promptly
Dept. HB-3, 114 East 32 St., N.Y. 16, N.Y.



Window



COWBOY PARTY PACK. Included are napkins and table cover with the child's name, cowboy hats, snappers, nut baskets, plates balloons—all with cowboy motif—3 party games, cowboy mystery masks and guns for everyone. *Plus* a Birthday record sung with his or her own name! Party for 8. $7.95. for 12. $9.50 Ppd. No c.o.d.'s. From Personal Greeting Record Co., Dept. 4 10 E. 44th St., New York 17. N.Y



HIDE THAT ROD with this ingenious shower curtain that conceals it masterfully. The ruffled flounce hangs *over* the bar, and even hooks are out of sight. Made of plastic, hand-painted with roses and trellis, swans, tropical birds or a seascape, it comes in white pastel yellow, blue, or green. With matching 34" x 54" window curtain, $8.95 set ppd. Elro Products, 156 West Chicago Ave. Chicago 10, Illinois.



GILT COMPLEX. A pretty pair for your dressing table or bathroom vanity shelf are these china utility jars that look as if they'd been dipped in gold. You'll use them for bath salts and tacum, face powder and cream. The present perfect for a teenager who's just starting to use make up, they're 4½" and the pair $2.50 postpaid. Green Gable Gift Gracie Station, New York 28.

Magnified "Life-Like" Snapshots Of Your Favorites Encased in Paperweights!



Handsomely designed and highly polished crystal paperweight, 3½" diam. with magnified enlargement of your favorite person or pet . Nice for you to have at home, or for him at the office.

SIMPLE TO ORDER! Dome magnifies picture to 3 dimensional effect.

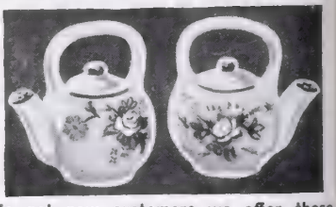
Gift Boxed.

TRIM SNAPSHOT (black and white or color) TO FIT IN THIS DOTTED CIRCLE AND MAIL WITH CHECK OR MONEY ORDER for $1.50 ppd. to
MILSHIN PRODUCTS
BOX 5447
FREEPORT
N.Y.

One Week Delivery

Sorry No C.O.D.'s

Special
INTRODUCTORY OFFER!



To get new customers we offer these enchanting lustrous

CHINA TEA POT SALT & PEPPER SETS

(regular $1.25 value)

FOR ONLY 50c POSTPAID

Not more than two sets to each customer. **YOU'LL LOVE THEM!** Floral china, colorfully decorated. 2" high. Pours easily from spouts. They're darling. No C.O.D.'s please.

GREAT AMERICAN SALES CO.
529 So. LaSalle St., Dept. 41, Chicago 5, Ill.

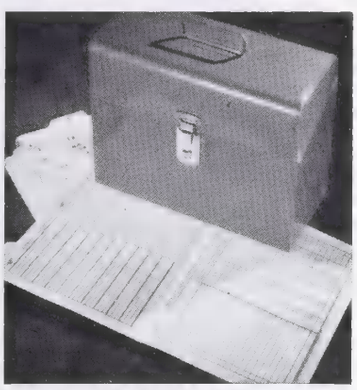
Shopping



A-TISKET A-TASKET, a sterling-silver basket! But since good things come in pairs, you get two of these to hold your cigarettes on the dinner table. They are made by Lunt in the Chippendale pattern—and you'll look long before you find their equal in prettiness *or* in price. In a black and cerise gift box, the pair is $12.50 incl. tax and post. Nelmor, 901 Bergen Ave., Jersey City 6, N. J.



THE LADY IS A CHAMP at managing household affairs, and credit for her organization belongs to this steel file box. It has indexed folders for everything from monthly expenses and unpaid bills to insurance papers and deductible expenses. With strong lock and key, the price is just $5 postpostpaid. Ward Phillips Company, Dundee, Illinois.



ELEGANT ÈPERGNE, that's destined to become your favorite centerpiece, has three removable sections, converts into a crystal candelabra and flower holder. With silver-plated sections aboard, it's a Lazy Susan for hors d'oeuvres with cocktails, *petits fours* with after-dinner coffee. Gadroon-bordered base alone is a candle holder. 10" high, $27.95 incl. tax and post. The Giftorium, 173 Canal St., New York.



Shag Cloth

New Low-Cost Designer Fabric

WOVEN IN TEXAS for You!



A stunning room featuring Itasca's **SHAG CLOTH** in draperies and rug. So easy to make—so low in cost!



Dreamed-about designer fabric — at undreamed-of economy prices — because it comes straight from the loom to you! SHAG is only one of many lovely Itasca "Treasure Weaves" of superb quality . . exquisitely woven . . in soft decorator colors of melting beauty. Lovely materials adaptable for draperies, slipcovers, upholstering, bedspreads, shag rugs and traverse curtains. So easy to sew and work with. Decorate your entire home with smartness and charm — at a fraction of the usual cost!

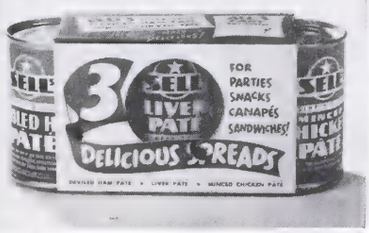
Remarkable Itasca fabrics wear for years — retain their beauty. Launder perfectly, need no ironing. All colored fabrics are colorfast to light and washing.

See for Yourself . .

the many beautiful designs — the wonderful textures of Itasca fabrics. Two you'll especially love are unusual SHAG CLOTH . . delightful FRAGILE CLOTH — fabulous for your summer decorating schemes! Send 25c for 25 samples *plus* "Interiors Beautiful" — handsomely illustrated book in full color, with explicit directions for making drapes, bedspreads, upholstering — worlds of other information and unusual decorating ideas. Send 25c today.

ITASCA WEAVERS GUILD

Dept. HB-10 ▪ Itasca, Texas



Make lots of
PERFECT PARTY CANAPES
in a jiffy! only $1

Everyone loves these three delicious, wonderfully economical Sell's Pâtés — that's why smart New Yorkers have served and happily gobbled up millions of tins in the past few years! Serve straight, or add chopped nuts, pickles, capers, sherry, mayonnaise, etc., for endless variety.

$1 Party Package includes three 4½ oz. tins: One each of famous **Sell's Liver Pâté,** delectable **Sell's Minced Chicken Pâté** and newest sensation, **Sell's Deviled Ham Pâté.** With **FREE FOLDER** of party canapé recipes.

Price includes postage inside U. S. No C.O.D.'s

ANNE SHARKEY

Dept. B, 4 West 57th Street, New York 19, N. Y.



Multiply Closet Space with the

NEW CLOSET VALET

Keep hats, gloves, purses, in perfect shape and easy to find in this wonderful New Closet Valet. Clever pigeon-hole effect is actually series of sturdy boxes, smartly finished in tan linen-weave with edges in contrasting color. Each box 13" x 6" x 10"—average shelf holds three sets. You'll want several sets—for every closet in the house.

Set of 3, postpaid..... only $1.79

Prompt Shipment—No C.O.D.'s Please
Satisfaction Guaranteed

DOWNS AND CO.

81-BC Salem Lane Evanston, Ill.



INDOOR MOVABLE SHUTTERS
FOR DOORS OR WINDOWS

Folding, movable shutters as doors are practical as well as smart: they control light and air with no wasted floor or wall space. Ideal as partitions between rooms or for wardrobe closets. Our panels fit any door width; and come painted, stained or unfinished.

SEND ONLY 25¢ FOR BEAUTIFUL NEW CATALOG

Paul Heinley's MOVABLE SHUTTERS
1618 Euclid St., Zone 1, Santa Monica, Calif.

PROTECT CHILDREN *Keep Pets Clean* with **FLEA-NO MAT**



For large dogs . . 28" x 36" **$4.95** POSTPAID

15"x28" **ONLY $2.95** post paid

Very Economical!

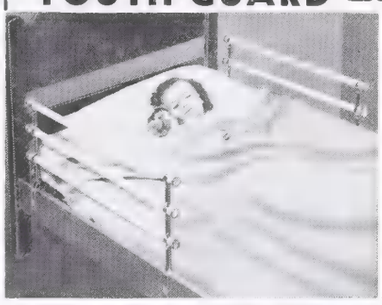
Flea-no-mat

kills insects — stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately — rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today — money back guarantee! Check or Money Order

V. F. GARRETT CO.
Manufacturer
P.O. BOX 1143-148 DALLAS, TEXAS

"YOUTH GUARD"—*Gives Children Complete Safety Gives Parents Peace of Mind*



Patented, portable triple bar guard, converts any single or double bed into a youth bed. 3 strong, plastic covered wooden bars with felt lined, extra wide chrome supports for complete safety! Will not mar bed, attaches easily and quickly!

31 inches long, 21 inches tall. Specify pink or blue. **$3.95** each side

48 inches long, 21 inches tall. Specify white, pink or blue. **$4.95** each side

Postage charges collect

(Adaptors for Hollywood or angle iron beds—$1.00 per set extra.)

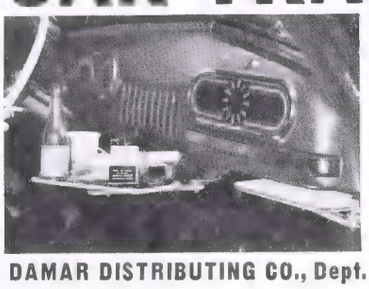
Complete satisfaction guaranteed.

Towne Products

25 West 26th Street, New York 10, N. Y.

CAR TRAY ***MAKES EATING EASY IN YOUR AUTOMOBILE!***

Installs in Seconds ▪ No Holes to Drill



Now you need no longer balance food on the steering wheel or dashboard of your car! Install this car tray *permanently* in a few moments. When needed, simply swing it out into any desired position; when not in use, fits snugly under the cowl. Perfect as a writing desk, ladies make-up aid, mother's table for infants and a dozen other uses. Made of steel in chrome plate or baked enamel; rubber mounting guarantees absolute quiet; neutral color matches any car interior. Only $3.49 for enamel or $5.49 for deluxe chrome model. Add 25c for postage—or sent C.O.D. plus postage. Money back in 10 days if not satisfied. Write for free catalog.



DAMAR DISTRIBUTING CO., Dept. AT-23, 22 Treat Place, Newark 2, N. J.

OLSON "RUG MAGIC"

SAVES YOU UP to 1/2



There's a Lovely New Broadloom Rug in Your **Old Rugs, Clothing**

It's All So Easy! Write today for the Free Olson Rug *Catalog* (28 model rooms in color) that tells how your materials are picked up at your door and shipped at our expense to the Olson Rug Factory, where . . .

By the Scientific Olson Process we sterilize, shred, merge materials of all kinds—reclaim the valuable wools, etc., then bleach, picker, card, comb, spin, redye and weave lovely, deep-textured...

Up-to-Date, REVERSIBLE

BROADLOOM RUGS

. . . with the thrilling, twist-weave beauty and "feel" of luxury-priced wool rugs—at a fraction of the cost.

Choice of 52 Colors, Patterns—in sizes for all needs up to 16 feet seamless, and any length:

Oriental, Floral, Colonial, Leaf Patterns | **Solid Colors Tweed Blends Two-Tone** | **Embossed effects Ovals**

NOW Save more than Ever!

Factory-to-You! We Guarantee to please you or pay for your material. Our 77th Year. Over 3 million customers. We don't have Agents or sell thru stores.

OLSON RUG CO.

Chicago New York San Francisco

Orders Completed in a Week

Mail Coupon or a 1c Postcard for—

FREE RUG CATALOG IN COLORS

OLSON RUG CO. E 68, CHICAGO 41, ILL.

Please mail Olson Rug Catalog Free to—

Name

Address

Town State

© ORG



SHOULDER BAG AND BELT SET

Distinctiveness with top grain polished cowhide for sport, informal and tailored wear, in Brown, Red, Green, Suntan, Bamboo, Black, Navy and Parchment. Antiqued finished brass shield on vertical tab, adjustable shoulder strap, 8" x 9"—**$7.95** (plus $1.60 tax). Adjustable belt—$2.75, available separately.

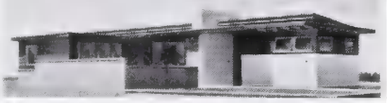
A "SPORT AGE" CREATION BY BONITA

$1.00 deposit on C.O.D.'s please
Free catalog available

MURIEL DUNCAN

DEP'T HB3 HADDON HEIGHTS, N. J.

HOUSE PLANS



376 TESTED

DESIGNS—IDEAS—showing photographs, floor plans of homes actually built—$5,000 - $19,000. All types architecture, all climates, 1 & 2 story. Ready-to-build blueprints available $15-$25. Circle your choice of books below—50c each postpaid.

- Ranch and Modern, 70 Illus. Newest Suburban Homes, also Interiors, Decorating Details.
- Artistic Homes, 31 New Block & Small Lot Homes.
- Charming Homes, 31 5 Rms. Popular Classics.
- Dream Homes, 79 Illus. Decorating Ideas, Plans.
- Attractive Homes, 40 Cape Cods and Colonials.
- Small Homes, 23 Choice Frame Designs, low cost.
- Selected Homes, 40 Monterey Ranch.
- Brick Homes, 62 2-3-4 Bedrooms.

SPECIAL — ALL 8 BOOKS $3.00 PPD.

38 BARBECUE FIREPLACES 60c Book Shows Photos + Plans

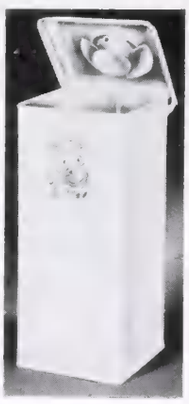
No C.O.D.'s please. Money-back guarantee.

CLEVELAND PUBLICATIONS, INC.

Dept. 3-A, 369 W. Washington, Pasadena 3, Calif.

·BOON TO MOTHERS·

A DIAPER HAMPER



created with a complete understanding of baby's nonchalant disregard for self-control.

Made of lightweight, rust-proof aluminum in a white enamel finish with colorful nursery design, it holds more than 80 diapers.

Deodorant cup in lid neutralizes offending odors. Hamper is 10" by 10" by 26" high. Complete with removable plastic liner-bag and a year's supply of deodorant.

When baby grows older it's wonderful to hold soiled clothes.

$7.95 Postpaid

add 50c west of the Mississippi

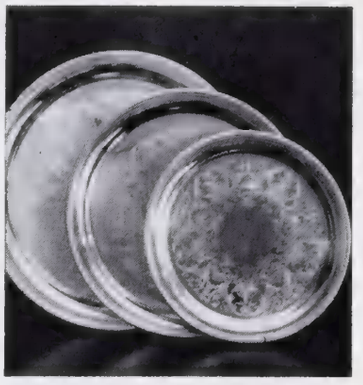
May Birn

Dept. B

Box 26 Mt. Vernon, N. Y.



Window



SILVER CIRCLES. A trio trays that you'll use to serve coc tails, afternoon tea, or after-di ner coffee, is made of hea silver plate by International. El gant show-offs for a dining-roo sideboard, they'd make impressi wedding gifts. The Castleton pa tern with fine chasing and han some rope edges comes in thr sizes. 10", $6.50; 12", $8; 14 $11.50 incl. tax and post. Holid House, Upper Montclair, N. J.



FISH BOWL LAMP. Think this lamp in your child's roo shining down on his homewor What if he is more informe about fish swimming upstrea through the loop handle than is about long division! Aqua lo bowl is clear plastic. Base of lam is maple in a blond finish. parchment shade is Chinese r or chartreuse. $7.95. Bowl alon $2.98. Ppd. Rene-Craft Produc Wilmette 3, Illinois.



HIS FIRST STEP, fearful a faltering, was his first stab at i dependence. So to preserve su a memory, send his baby sho to this studio where they're *p celynized* to a china-like finis Shadowed in pink or blue wi hand-painted flowers on toe. $4. for matched pair; $2.95 sing Ppd. Add 50c for baby's na in gold on one shoe, date on t other. Baby Shoe Studio, 10 Willoughby Ave., Brooklyn, N.

TERRY-GATE

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcastings up to 8".

Has no crisscross slats to pinch little fingers or give toehold for climbing over. Height 25". Fits doorways from 2 to 3 feet wide.

Beautiful natural finish, **$5.95** ppd.

Extra sections (each increasing gate width 18") **$2.00** each.

pat. #2490612

TERRY MFG. CO.

2834 Colorado Ave.
Santa Monica 11, Calif.





A NEW FREEDOM... NO MORE CLEANING TOILET BOWLS...

SERF-o-LET'S STERILIZING ACTION REMOVES ALL STAINS, SLIME AND ODORS

Serf-O-Let cleans toilet bowls automatically. Each flushing activates the Serf-O-Let. No plumbing required to install it. Harmless to metal, bowls, and humans. Yes, it's safe to use with Septic Tanks. One bag of chemicals lasts six months. Refills 75c each. Complete Serf-O-Let includes one bag of chemicals, $3.75 post paid.

(Add 20 cents West of the Rockies.)

Satisfaction or money refunded. Check or Money Order. No COD's please.

KINNARD, INC., 8 QUARRY RD., LITTLE FALLS, N. J.



Shopping



YOUR LITTLE ANGEL will have wings of organdy when she dons this enchanting pinafore. Made of permanent-finish Swiss organdy, it's hand-screened in Easter colors with the most beguiling angels. And the cherub on the bib blows bubbles as she sails through heaven on a fleecy cloud. Made for Easter paraders who wear size 2, 4, or 6. $5.95 ppd. Haig Giftware Co., Box 88. Madison Square Station, New York 10.



HANGOVER HI-BALLS show you, with head-holding cartoons, that the road to the morning-after is paved with pink elephants. Eight hangover situations are drawn by cartoonist Stan McGovern in black on a pink background. The back of each glass measures off ounces from ½-oz. Quivers, to 2½-oz. Horrors, $4.95 set of 8 postpaid. Larchmont Gift Shop, 1930 Palmer Avenue, Larchmont, New York.



FOUR-IN-HAND. Here's a super-duper hors d'oeuvre dish of Italian pottery, and, as you can see, King Fish rules the roosts for your special canapés. Take off his back, and you have a compartment for cocktail sauce or dressing. The 4 serving sections might hold anything from shrimp to potato chips. 18" x 10¾", $8.50 ppd. Imported Arts, Inc., Mail Order Dept., P. O. Box 619, Miami Beach, Florida.



PEOPLE ARE TALKING ABOUT "SPORTS" A WARNER WALLPAPER

The unusual and smart interpretation of the sports theme makes this wallpaper the ideal decorating background for your young man's room—for television, bar, or game room. As colorful as it is cleverly designed, SPORTS is a hand print wallpaper that is practical because it's washable. Available in backgrounds of white, brown, olive green, and red with the delightful abstract figures printed in four striking colors. $7.50 a single roll Roll covers 30 sq. ft.

SEND 25¢ today for your samples of SPORTS showing design and color combinations.

The WARNER Company CHICAGO

Dept. BA-4 420 So. Wabash Ave., Chicago 5, Ill.

LOOK MOM!



. . . ANYONE CAN Play Piano . . . BOTH HANDS - - in minutes!

with wolfe's Play-by-Color books

(Approved by Leading Educators)

Melody and chords without monotonous exercises. Anyone from four to seventy-four just follows the colors, and then LISTEN to the music! Beginner, Advanced and Hymn editions, $2.00 each, postpaid. All three for $5.00. No C.O.D.'s please. Splendid for gift-giving.

WRITE DEPT. B-3

wolfe's Play-by-Color BOOKS

986 Sanford Ave. Irvington 11, N. J.



Cute and Cuddly

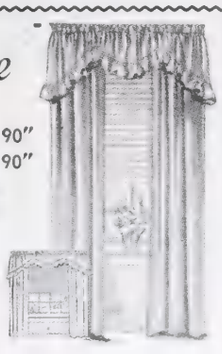
WASHABLE, HAND-KNIT DOLLS

Mrs. Ryan's lovable little dolls are so completely irresistible they'll snuggle their way right into your youngster's heart. Hand-knitted of soft, downy yarn, each is sturdily stitched to withstand plenty of rough treatment. Entirely washable . . . easy to keep clean. Kitty is grey and white, Bunny all white—both are 14" long. Delightfully dressed in percale outfits of party-going freshness. Make adorable Easter gifts!

Only $2.95 each, postpaid
or 2 for $5.65 postpaid
Sorry, no C.O.D.'s

WHITMAN HOUSE
521 Fifth Avenue New York 17, N.Y.

Save



Extra Wide 90"
Extra Long 90"
Gorgeous Rayon & Cotton
Heavy Twill Weave

DRAPERIES

Ready to hang. Attached overall ruffled valance. Use for either single or double windows. In living, dining or bedrooms. Amazingly low priced at

$3.99 Pair Complete

CHOICE OF
- Blue
- Wine
- Hunter Green
- Gray
- Dusty Rose
- Chartreuse Green

Satisfaction guaranteed

Free delivery anywhere in U.S. Send check or money order. No C.O.D.'s.

DIANE NOVELTY CO.
Room 922 18 Tremont St. Boston, Mass.

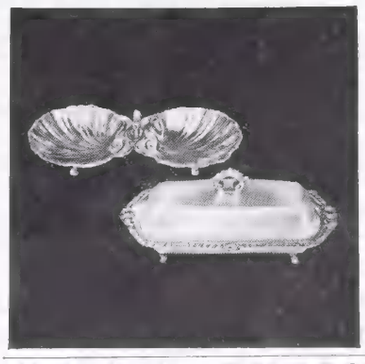
NEW GRAPEFRUIT KNIFE



PERFECUT instantly separates the grapefruit segment from both sides of the web and from rind and core. Quick—clean—easy. Ideal for serving grapefruit halves, or in salads, fruit cup, etc. Stainless steel blade—colorful plastic handle. Simple directions included.

only 50¢ postpaid
(no C.O.D.'s please)

CONKLIN PRODUCTS CORP.
Rm. 707-A, 215 W. 7th St., Los Angeles 14, Calif.



SILVER ELEGANCE

Heavy Silverplate To Add That Final Touch Of Graciousness To Your Table

Footed Butter Dish in the richly applied always appropriate gadroon border. Removable glass inset permits easy storage of full ¼ pound of butter in refrigerator.

Double Shell Serving Dish for candy, peanuts, potato chips, etc. Each shell is 5" in diameter. Graceful handle and ball feet make this dish the perfect serving piece.

Indicate your choice $8.95 each Fed. Tax Incl. postpaid Check or money order, no COD's

Lynn Scott Gifts 5-F
98-40 64th Ave. Forest Hills, N. Y.

FRENCH CHEF'S GARLIC PRESS GIVES *ALL-OVER* GARLIC FLAVOR



Here's how famous French and Italian chefs impart subtle, *all-over* garlic flavor to foods—without garlic lumps, slices or "hot areas." Just a slight pressure on this durable, aluminum Garlic Press converts garlic cloves to a smooth creamy *paste* that *blends* into your recipe. No more solid particles to spoil the delicate taste . . . no more surface or "high point" seasoning. Also helps keep hands free from odors. And Mrs. Damar Garlic Press can be used for crushing whole peppercorns, allspice, fresh mint, parsley, etc. Only $1.98, postpaid—or sent C.O.D. plus postage and handling. 10-day money-back guarantee. Send for free catalog of household aids.

MRS. DOROTHY DAMAR
Dept. GP-7, Treat Place, Newark 2, N. J.



You'll be Pennywise!

Bayfort is your Guardian of "what's under the cover"—guarantees full satisfaction with price and quality For instance, if you send fabric: Love Seat - $67.50; "Constance" chair—$37.50. Express collect. So comfortable, too, for average sizes; 15" seat heights, with seat springs; luxurious padding. And, dramatic colors in Faille, Glosheen, Satin, Velvet, Ancient Satin, Basketweave. Truly, Decorator results—Happily Yours!

Half the wedding was **YOU!**

Then, keep YOU, mon cheri, in the decorative picture—for your coffee and gossip moments—to betoken your feminine warmth and masculine approval. Our "CAMEOS" appear so charmingly, exclusively yours—done from our 30 or more colors, or even in your fabric; the 48" love seat for bed-end or fireside flanking and, or, a pair of "Constance" chairs for the same, and more! And you, like hundreds, will approve BAYFORT'S intriguing, tension-saving, Shop-by-Letter plan. If you're interested, write quickly for our "Space-Saver" booklet.

Bayfort Society
BOX 1808 CHARLOTTE, N. C.



Make Tasty HOT Sandwiches Right At Your Table...

WITH *Toastezy*

SNACKS ARE A SNAP—for kiddies' luncheons or Sunday suppers—with Toast-ezy Sandwich Toaster! Just slip sandwich into Toastezy . . . . insert into your pop-up toaster. In 3 or 4 minutes your sandwich is toasted to perfection, ready to serve. Wonderful for cheese, ham-cheese, peanut butter, and ham salad sandwiches. Made of gleaming lifetime stainless steel, easy to clean. Fits any type automatic toaster. Will not harm toaster. For faster serving, get two for your double toaster.



1. Spread sandwich



2. Place in Toast-Ezy
3. Insert in toaster

Each postpaid only $1.95

Per pair postpaid .. $3.75



Foster House

15-BC Cole Court, Princeville, Ill.

Save Money on

SILVER PLATING

BUFFING & REPAIRS

Send your silverware to D. L. Bromwell, Inc., Silversmiths since 1873. Bromwell silver restoring service guarantees you satisfaction, yet costs much less than you'd expect to pay! Antiques restored. Send for our free silverplating estimating book. It tells you in a jiffy how to estimate costs. For references consult any bank or credit agency.

In The Heart of the Nation's Capital

D. L. **BROMWELL** INC.
708 12th Street, N. W.
WASHINGTON 5, D. C.

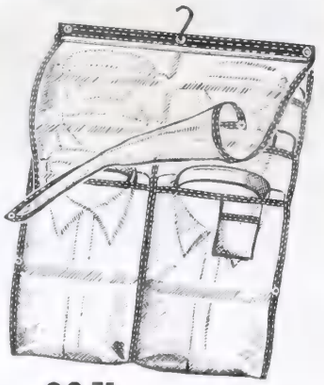
SAVES DRAWER SPACE! SENSATIONAL! NEW!

SHIRT SELECTOR*

PERFECT FOR TRAVEL!

Perfect for anyone who desires a week's shirts neatly hung in car, on any door, in closet—wherever you wish! Don't use up valuable drawer space! Don't mess up fresh shirts, squeezing them into suitcases! Don't waste time looking for the right shirt! Let SHIRT SELECTOR free dresser-drawers, give you instant choice of any shirt you wish (visible at a glance thru transparent plastic) keep shirts fresh as they come from the laundry

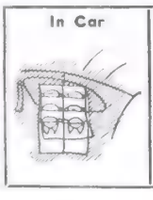
Has 3x5 pocket for cuff-links, collar stays, tie clasps. Satisfaction guaranteed. ORDER BY MAIL! Send cash, check or M.O. (No C.O.D.'s).



$2.75 each, ppd. (3 for $7)

Patent Pending
*Trade Mark



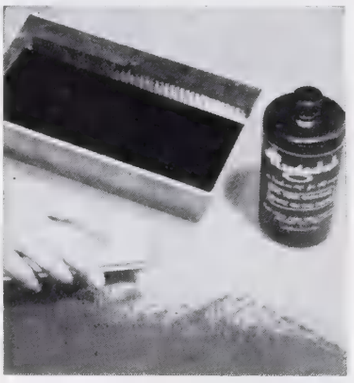


SELECTOR CO., Dept. B-4,
1947 Broadway, New York, N. Y.
Send . . . . SHIRT SELECTORS for
which I enclose $ . . . . .
NAME (print) . . . . . .
ADDRESS . . . . . .
CITY, STATE . . . . . .

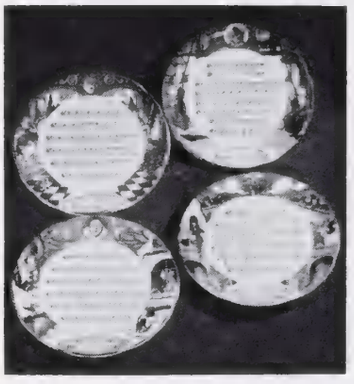
Window Shopping



A LITTLE DOG'S GONE and become the most beguiling lamp we've yet seen for a young fellow's desk, a nursery chest. And there he sits with his soulful eyes and long floppy ears, looking real enough to wag his tail. He has a black or brown flocked coat that looks like real fur, comes with a parchment shade 16" high over all. $4.95 ppd. A. N. Brooks Co., 500 South Michigan Ave., Chicago, Illinois.



RUGADUB is a new concentrated liquid dye that changes or restores the color of any wool rug. It will even cover the worst spots. And when it's worked in, wonders, the rug can be vacuumed or swept. Deep hedge green, midnight blue, maroon, emerald green, or tobacco brown. 1 pint rejuvenates a 9' x 12' rug or several smaller ones. $3.95 ppd. Chair-Loc Co., Freeport, N. Y.



FRENCH SONG PLATES Hang these on your wall, or use them for salad, dessert, sandwich luncheons, and you'll feel like April in Paris. Each one illustrates a different French song and there are 12 selections—from "Frere Jacques" to "Au Claire de la Lune." With maroon borders 7" wide. $1.50 each, or $5.50 for 4. They're postpaid from Salt and Pepper Shop, 445 E. 86th St., New York 28, N. Y.



UNUSUAL IMPORTED EASTER NOVELTIES

A. Beautifully lithographed old fashioned German Easter Egg Containers. Open up for surprise fillings 4½". Set of 2 for **$1.00**. Large Deluxe size, 8", set of 2 for **$3.75**

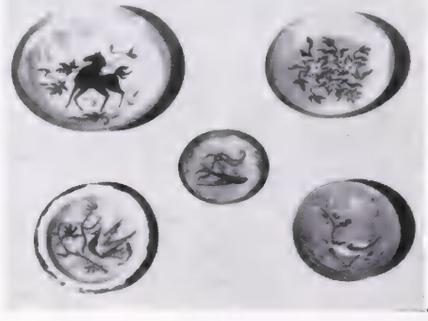
B. Colorful hand painted wood nested chick with 2 eggs and tiny chick inside. Adorable! 2 for **$1.00**

C. Soft down duckling. Very cute, very realistic. 4½". 75¢ ea. 2 for **$1.25**

D. (not shown) "Crazy Egg" a solid in liquid. Bounces like a ball. If breaks, it stretches. Wacky fun 2½" plastic egg. **$1.00** ea.

We pay postage. No COD's
Satisfaction Guaranteed

Q. T. NOVELTY CO.
Murray Hill Station, Box 54, N. Y.



OUT OF THIS WORLD
ORIGINAL HOLLAND DE KERN

Hand painted, enamel on copper, alcohol, burn & chipproof. These trays and dishes are exquisite beyond words, and no 2 are alike.

Exciting! Different!

2¾" Dia.	$2.35
3¾" "	3.75
4¾" "	4.25
5¾" "	4.95

10% discount for 4 or more.
Any size. Order by mail.
Sent postpaid. No C.O.D.'s please.

INTERTERRA N.Y. 90 West Broadway N. Y. C. 7



Women with a sense of Style

PREFER FIRTH

From the fascinating Peasant Collection by Firth come these superb all wool carpets woven for today's fashions in homes . . . by the House most famed for achieving individuality and character in carpets. The effect of vegetable and pot dye colors is skillfully reproduced . . . as are the rugged textures from peasant handcraft sources . . . eight subjects to set a warm, inviting theme for your home, whether it be ranch-type, very modern, or in the traditional manner.

Rugs illustrated at right (top to bottom)

THE SPOTTED CUSCUS WEAVE
THE PEASANT TANAGRA
THE PEASANT PATCHWORK
THE PEASANT FLOWER

Approximate price $12.95 per sq. yd.*



Write for the new strikingly colored, 56-page booklet, *"How to Achieve Charm in Your Home"*. . . full of helpful hints for any home. Send 25¢ in coin to Dept 1,

THE FIRTH CARPET CO. ▪ 295 FIFTH AVE., N. Y. 16, N. Y.

Dress by Ceil Chapman

**Price subject to change owing to possible wool market advances.*

FIRTH

FLOORCOVERINGS

for the first time

Cyrus Clark's

Everglaze®

Nomus® Cloth



A new, luxurious all-purpose fabric for slip covers, draperies and upholstery.

A cotton such as you have never known before. It is especially woven and processed 48/49 inch cloth. Really a magic fabric, a member of the famous "Everglaze" family, giving you a combination of wonderful advantages: exceptional sturdiness: stays in place; won't shrink or stretch; wrinkle, spot, soil and mildew-resistant; vat dyed for color fastness; and unusually appealing to see and feel. All these distinctive qualities are durable to washing and dry cleaning.

Nomus Cloth is available in a distinguished group of correlated fabrics—Five Prints, Bamboo Forest shown and four others. Twelve Plain Shades. A Stripe in five color combinations. Priced about $3.25 per yard, Nomus Cloth is featured by leading stores.

CYRUS CLARK CO., INC., 267 Fifth Avenue, New York 16, New York

AMERICAN-Standard

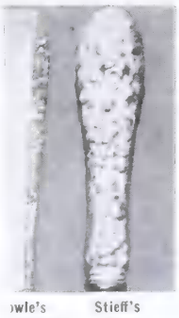
First in heating...first in plumbing



"We turned a chilly garage into a comfortable living room"



BASEBOARD RADIANT PANELS by American-Standard were a vital factor in the remodeling plans of Mr. and Mrs. Morton Burden, Jr., Sewickley, Pa. Extending less than one inch from the wall, these baseboard heating panels leave all the room's wall space free and unobstructed. Yet they keep the room uniformly warm and comfortable on the coldest days. Plan now to modernize your home with Baseboard Radiant Panels by American-Standard . . . and enjoy living in a house with truly modern heating.



owle's dlelight	Stieff's Rose
. Place tting	6-pc. Place Setting
1.79	22.38
c a week	33c a week

NO FUSS! NO RED TAPE! MAIL YOUR ORDER NOW

HESS BROTHERS, ALLENTOWN, PA.

Miss Sara Moffett, personal shopper

Please send me ..... 6-pc. Place Settings

in Sterling Silver pattern .....

Name .....

Address .....

City .....

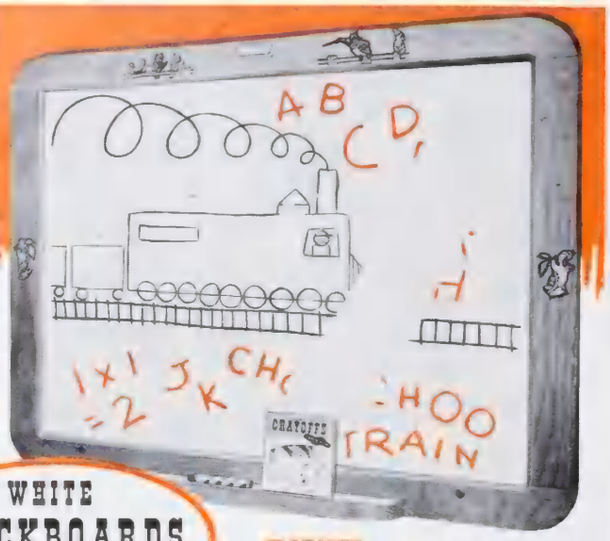
Phone No. and Exchange .....

☐ Club Plan ☐ Cash ☐ Charge

(all prices plus 20% Federal tax)

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS **stores**

NEW!



No. 52 with big 18"x 24" drawing surface Only $5.95 (Easel stand $2.50 extra)

CELCO TOYS CELCO TOYS CELCO TOYS

WHITE BLACKBOARDS
FOR HOME, OFFICE and CHILDREN'S USE

And CRAYOFFS the washable crayons
Made with patented soap base.

No dust! No dirt! No eyestrain! The *white* blackboard is the *right* blackboard—saving sight and clean-up time! Write on white in color with CRAY*OFFS*—wipe *clean* with a dry cloth. On washable surfaces, they wash off! White blackboards for every use from $1 to $8.95. CRAY*OFFS*, in 8 rich colors, only 25c per box.

CELCO TOYS CELCO TOYS CELCO TOYS CELCO TOYS CEL



WASHABLE FINGER PAINTS

Your child can now enjoy rich educational and entertainment benefits with finger paints—*without* staining clothing, carpets, furnishings. On glossy surfaces, they wipe off! On washable surfaces, they wash off! Set includes six brilliant non-toxic colors, mixing spatulas and generous supply of painting paper. Only $2.

CELCO TOYS CELCO TOYS CELCO TOYS



COLOR AND RE-COLOR CARDS

Everlasting coloring fun at little cost. Color 'em! Wipe 'em clean! Color again—over and over for hours on end. Get all four sets—"Western Round-Up," "Circus Animals," "Things That Go" and "Little Misses"—with 14 pictures, full color pattern sheet and 6 CRAY*OFFS* in each entertaining, educational set. Only $1 set.

CELCO TOYS CELCO

COMMENDED BY THE TECHNICAL STAFF OF PARENTS' MAGAZINE

SOLD BY AMERICA'S FINEST STORES—
if none near you order direct. Send for
FREE TOY CATALOG *in full color.*
(Minimum mail order: $1.)



Celco Corporation
Room 103 Celco Bldg., 1631 Tenth St.
Santa Monica 3, California



Decorator's Diary

Look in on a typical decorator's notebook, crammed full of jottings on what's new and different and what's ready to be bought

It's a very fine line that separates happy repetition from unhappy monotony. When I first discovered printed fabrics with matching wallpapers, I thought it was the Bright Idea of the year. Could hardly wait to use them. But I did wait—quite a while in fact. When you face right up to it, there are awfully few places where a steady flow of the same pattern doesn't get busy or monotonous or both. This must have been worrying the people that mastermind the Stimulus Print collection when they started to add wallpapers to the original line of fabrics. In any case they came up with an inspired solution: same basic motifs for both fabric and wallpaper, but worked into two different designs with different treatment. Makes good sense since the wallpaper is always seen flat and the fabric design is usually shown in folds.



Twin Prints

Was specially taken with Bernard Rudofsky's design, "Herbal." On the paper it's drawn in simple line—white line on dark ground—and the pattern is fairly close. On the fabric it's also drawn in line—dark on light this time—but some of the blossoms are filled in with color and there's a little more blank space in between. Ordered some of both to use in the Witmer living-dining room. Paper will go on the walls of the short ell that makes the dining area and will help define it from the rest of the room. Fabric will hang at the big window in the living room, while the little one at the dining end will have only a bamboo roll-blind. You don't notice the pattern repetition until you take a second or third look—and then it will be like a happy discovery you made all by yourself!

Make a note of another newcomer to the Stimulus family for the next time a client asks for a leaf pattern. That'll probably be tomorrow, judging from the number of ditto requests I've had in the last six months. This one is an Edward Wormley design and for no perceptible reason it's called "Sunday Afternoon." Background is covered with fine horizontal lines that give it a textured effect over a vertical

(*Continued on page* 64)



Thermopane windows in home of Dr. & Mrs. V. W. Brinkerhoff, Toledo, increase comfort. *Thermopane* is used throughout in Pella sash.

Thermopane Windows Don't Give You the Cold Shoulder

In building your new home, plan for comfortable winters. Make sure there's no "low-comfort zone" next to your windows. The best way to avoid such wasted space is to use *Thermopane** insulating glass in every window.

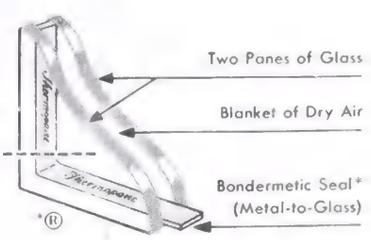
Thermopane has a blanket of dry air hermetically sealed between two panes. This keeps the room-side surface warmer in winter . . . eliminates the chilly feeling you get near single-pane windows. With *Thermopane*, you can arrange your furniture as you like it and leave it that way.

Another big advantage! With *Thermopane* windows, heat loss is half as much as through single glass. You save fuel. *Thermopane* reduces condensation on windows, too. It makes windows self-insulating . . . you never need struggle with storm sash. *Thermopane* stays in all year . . . its insulation helps keep rooms cooler in summer.

You can use *Thermopane* in any type of window . . . picture, double-hung, casement, sliding, awning. Your L·O·F Glass distributor or dealer, or your building supply dealer, can tell you all about it. Or write for our free *Thermopane* booklet. Libbey·Owens·Ford Glass Company, 131 Nicholas Building, Toledo 3, Ohio.

LOF GLASS *Thermopane* LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES

FOR BETTER VISION SPECIFY THERMOPANE MADE WITH POLISHED PLATE GLASS



from SWEDEN

A Prize Swedish Crystal Vase
by STROMBERGSHYTTAN



The METROPOLITAN Vase 8" high

Write for illustrated pamphlet and name of dealer nearest you

On permanent exhibition at the METROPOLITAN MUSEUM OF ART, NEW YORK. *Simplicity-Supremacy* is characterized in line and design, and *Color-Distinction* achieved by subtle smoke coloring.

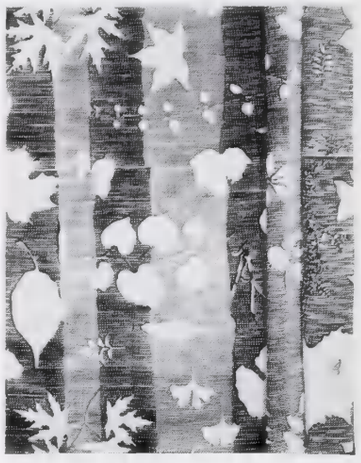
Exclusive wholesale distributor in U.S.A.

R. F. BRODEGAARD & CO., INC.
225 FIFTH AVENUE • NEW YORK 10, N. Y.

DECORATOR'S DIARY

CONTINUED FROM PAGE 62

stripe. Over and against both lines and stripe are the leaves silhouetted in pale color, so they seem to be floating in mid-air. All different kinds of leaves scattered this way and that, so you can see some of them all the time—even when the fabric is hung in folds.



Leaves in Mid-air

Furniture designers ought to take a hint from Ben Rose and his "See Thru" curtains for big-view windows. Why not a new category of "See Thru" furniture for same? Have one candidate in the spindle-back settee that Stewart Ross James designed for Hansen. It's as simple as a glass of water and practically transparent except for the upholstered slip seat. Sent one down to the Seymours' in Buck's County. I'll set it in front of that big new window they cut in the back wall of the old house so they could open it up to the sweeping view of the valley. No one can complain that the settee obstructs the view, and it will go nicely with their Shaker furniture.



"Transparent" Settee

Still haven't learned how to play Canasta, although the word seems to have become a standard adjec-

FARMER'S MARKET

SCENIC WALLPAPER

Here is a happy background for your friendliest room! Van Luit's latest design captures the gay spirit of Hollywood's fabulous market place... in a wide range of lavish color schemes for all modern or traditional interiors.

SEND 50c FOR FULL-COLOR MINIATURE



Setting Designed by Ralph Van Hoorbecke
Furniture and Accessories by Richard Lawson, Albert Parvin & Co., The Country Store

Albert Van Luit & Co.

At better dealers everywhere

4000 CHEVY CHASE DRIVE • LOS ANGELES 39 • CALIFORNIA



Here's a solution to all the times you need extra tables for party dining. Every guest will have a steady spot for his plate. When they're out of use, they're out of sight. Fold them up, slip them back on the rack, and store all four neatly in a closet. They come in black or natural wood, are stain-proof. Courtesy of Soupçon

SENECA CRYSTAL

AMERICAN CRAFTSMANSHIP AT ITS BEST!



"Elegance"

The exquisite beauty of this lovely hand-cut crystal pattern, will surely lend elegance to the Bride's table.

Illustrated circular and name of dealer nearest you upon request.

SENECA GLASS CO. MORGANTOWN, WEST VIRGINIA

to match your Dreams



SOLID MAHOGANY

The Northumberland

Both the elegance and character of Chippendale design is gracefully portrayed in this Solid Mahogany group by Continental. Its splendid proportions, detailed carvings and the master craftsmanship throughout, measure up to the finest qualities of this famous name and period in fine furniture. Note: Double Dresser has 12 drawers – Chest has 8 drawers.

Continental makes furniture for the bedroom exclusively, in Solid Mahogany, Maple and Cherry, for those who appreciate the ultimate in design and quality.

A booklet portraying several Continental bedroom groups is available for 15 cents.

The CONTINENTAL FURNITURE COMPANY
HIGH POINT N. CAROLINA
Designers and Makers of Fine Furniture Since 1901

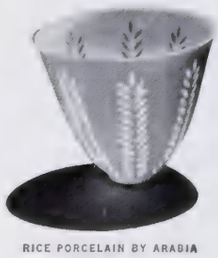
CONTINENTAL C.F. CO. SUPERIOR QUALITY REG TRADE MARK



PIERCED BRASS LAMP BY PAAVO TYNELL



TABLE AND CHAIR BY W. WEST



RICE PORCELAIN BY ARABIA

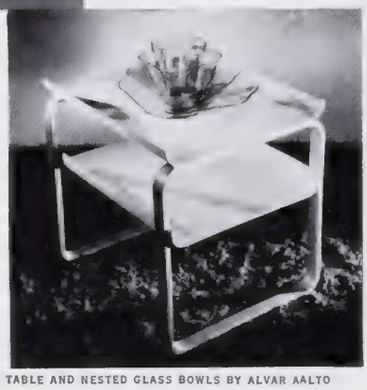


TABLE AND NESTED GLASS BOWLS BY ALVAR AALTO



CERAMIC ASH TRAY BY ARABIA

TOURIST INN IN PALLASTUNTURI, ARCTIC CIRCLE



How to leave home and like it

By Louisa M. Comstock

Finland, according to HOUSE BEAUTIFUL'S recently returned Frances T. Heard, is the place to go (1) if your faith in human initiative, gameness, and common sense needs bolstering; (2) if you'd like to visit where the countryside is superbly lake-washed and green with farms and forests, and cities are clean and characterful; and (3) if you'd like to see some of this world's really superior creative design in everything from architecture and city planning to tablecloths and teacups.

Officially, Finland's greatest natural resource is wood, but observers feel that it is actually something the Finns themselves call *sisu*, a kind of national talent for enduring the worst and foxing necessity with invention. This creative stubbornness, which for centuries has turned rocky, stump-ridden terrain into productive farmland, has rebuilt entire cities since 1945. Rovaniemi, the capital of Finnish Lapland, has arisen again, an incredible modern city on the Arctic Circle, following the city planning of Finland's famed architect and designer, Alvar Aalto. Finns are adept improvisors of materials at hand, and so they are masters of woodwork and past masters of plywood. (In fact, it was Finland who put plywood on the Modern furniture designers' map.) But whether they're working in wood, granite, clay, or whatnot, you will see a sensitive understanding of the material itself, and practical usefulness. They are not given to whipping up purely ornamental "things."

Briefly, if you travel with your eye open for take-home ideas and souvenirs, see Stockmann's department store in Helsinki (one of the largest book departments in the world); the furniture of Werner West, Margaret T. Nordman, Gunnel Nyman, and Aino and Alvar Aalto: (*Continued on page* 145)

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels



YOU'LL COME ACROSS MANY AN OLD-TIME SCENE AS YOU ROAM HISTORIC EASTERN COUNTRYSIDES



Try your luck. Canada's lakes and streams rate tops with the fishing fraternity.



A-hunting you will go for "buys" in woollens, china, luxury furs.



Relax on scenic, sandy shores; enjoy a vacation visit to Canada's coastal provinces.



Hospitable cities, mountain scenery, great National Parks all call you West.

THIS vacation, do things you've never done before . . . see new places, meet new people over the border in Canada. You can relax in luxury at a mountain, lake or seaside resort; or head off into the next-to-Nature glories of great National Parks. You can cruise scenic coasts . . . swim and sail on one of Canada's million lakes . . . see the historic sights of romantic old cities. You'll find a neighbourly welcome wherever you go. Plan it now! Write for information, or use the handy coupon below.

Cross the friendly border into
CANADA...VACATIONS UNLIMITED



CANADIAN GOVERNMENT TRAVEL BUREAU
Ottawa, Canada — D. Leo Dolan, *Director*

Please send me your illustrated book, "CANADA, VACATIONS UNLIMITED"

Name .....
(Please Print)

Address .....

Town ..... *State* .....

01-1-15-51-02

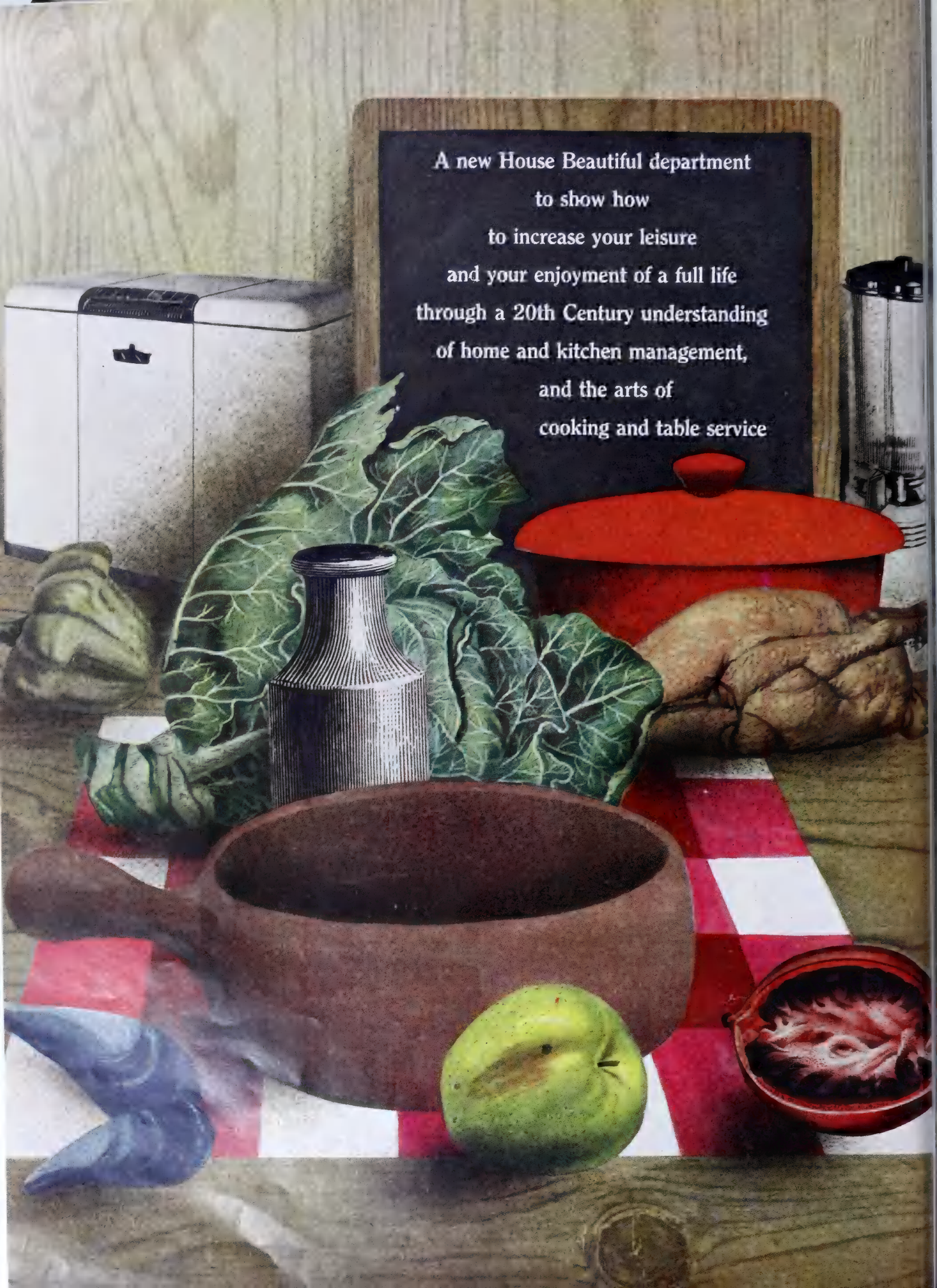

Choose Century
FOR TIMELESS BEAUTY
The beauty of sparkling *Century* is enhanced by diamond dewdrops swirling in carefree harmony around the magic of crystal unadorned. *Century* has everything in open stock for complete dinner settings . . . at the better stores everywhere.
Fostoria
FOSTORIA GLASS COMPANY • • • MOUNDSVILLE • WEST VIRGINIA



COLLAGE BY WILLIAM HARRIS

House Beautiful introduces a new department

The Daily Arts of Good Living *in our time*


A new House Beautiful department
to show how
to increase your leisure
and your enjoyment of a full life
through a 20th Century understanding
of home and kitchen management,
and the arts of
cooking and table service

by Elizabeth Gordon, Editor

Have you discovered the new freedom in homemaking?

With this issue, House Beautiful inaugurates a new editorial service for people who want to live well—up to the fullest possibilities offered by our times. Good living is a daily affair, which means it must be based on good eating and the daily routines associated with eating. Eating well no longer means drudgery in the kitchen, though millions of people have not yet discovered this fact. The full impact of food preparation in our times has not completely dawned on people. We have been slow to co-ordinate into our lives all the new homemaking inventions and food improvements of the last 20 years. We have owned labor-saving devices, but have not used them to save ourselves the time and energy they are capable of saving. The march of progress has been so fast, and on so many different fronts, that we haven't had time to absorb much of it into our living habits. We have not even understood fully the exact implications of what it can do for us. According to social scientists, it takes about one generation (20 to 25 years) for basic inventions to be fully integrated into the pattern of our ways. By that measure, the achievements of the food and appliance industries have been with us long enough so we should begin to gain that freedom which they are capable of bringing us. The aim of this new department is to show you how to put to work all the tools, knowledge, skills, and mechanical devices so you can achieve that better, easier life that should be the birthright of our times.

COLLAGE BY WILLIAM HARRIS

The Daily Arts of Good Living



The next 18 pages show you how to develop the Daily Arts of Good Living.



You have 1001 servants in your kitchen

But are you using them? Are you letting prejudices of 20 to 50 years ago hamstring you? Are outmoded ideas standing in the way of your benefiting from the thousands of servants working for you in *freezing plants, canneries, dairies, bakeries?*

Not all of your kitchen is in your home. The thousands of people working in canneries, creameries, packing plants and frozen food plants are just as much your servants as if they were under your roof. For the hard, dirty exacting work of food preparation is done there by them. Only the easy part is left for you to do.

You may think servants have disappeared, because none are on your payroll. But you are mistaken. True, you don't have to look at them or listen to them. But they are still working for you, *if* you let them and know how to utilize the contribution they can make.

You pay for these thousands of servants when you buy mass-produced foods. But their services cost less, per manpower unit, than if they were on your payroll. Thanks to the advantages of mass production, your money can buy more services than you could obtain any other way. As many people are "waiting on you" as if you were the richest oriental potentate.

But not all families are sharing in this new utopian situation. Prejudice about processed foods is keeping millions of women chained to old-fashioned, unnecessary drudgery. It has long been a conceit among women who take their homemaking seriously that using canned and processed foods is not the best way. It has been made a virtue to use only fresh foods, even though such foods may have been in transit for five to ten days. This conceit started, quite understandably, with our grandmothers and was perpetuated by our mothers. They had plenty of reason to be suspicious of the early experimental efforts



of the food industry. Since cooking habits are handed down from mother to daughter, this prejudice has persisted, even though the causes are no longer valid.

This prejudice flourished for another reason: lack of understanding about how to cook to gourmet standards with processed foods.

When a woman, who is particular about quality, makes a tentative try at using a processed food, she is likely to serve it exactly as it comes out of the can or package. This proves to her, all over again, that she's been right all along. For the processed food will be underseasoned, or seasoned with things she doesn't like, or made by a recipe she doesn't approve of. And back she goes to preparing everything from scratch—her way.

What she doesn't know is that she *could* have found, from among the dozens of brands of one foodstuff, a type that *did* fit her needs. If she wanted to do her own seasoning, she could have found a brand that had almost no seasoning, but which still had the advantage of no handwork of peeling, slicing, stemming or whatever. That foodstuff would be a better product, basically, because it was processed at the exactly right moment of fruition. If she had located that just-right-for-her brand, she could have gone on to put the stamp of her own brand of cooking on it—but without the same consumption of time and energy. If she could get over that first hurdle (of knowing that processed foods must be used differently), then she could go on to harness the other thousands of food possibilities. (*Continued on next page*)



PHOTOGRAPHS BY BLACK STAR, EWING GALLOWAY, A. DAVANEY

by Jean Harris

You have 1001 servants in your kitchen (continued)

and extend her cooking repertoire to exciting horizons.

The truth is that there is a new situation in the food world of today. We need to sweep from our minds the misconceptions inherited from former generations of housewives. We need to open our eyes to the fact that cooking possibilities are different from what they have ever been before in history. To understand what the miracles of science and industry can do for us we need more perspective and a bigger frame of reference.

HOUSE BEAUTIFUL'S new department, "The Daily Arts of Good Living," will deal with understanding the full opportunities of our times, as they apply to **food shopping, food preparation, food storage** and **food service.** So much has happened in the last couple of decades, and progress has come with such a rush in so many different departments of living, it has been hard to achieve a perspective on the total scene. We have not yet integrated all the new things. The "Daily Arts" department will try to show you how all our new inventions interlock, what cross-effects they produce, how they can reduce work and free us to do other things with our time.

This new program differs from any others in these ways:

1. it will stress the use of available foods, including the frozen, ready, or almost ready-to-use foods.

2. it will stress cooking principles, instead of formulas (recipes). Cooking cannot be a creative act, nor even an up-to-date act, if recipes are the sole guides. A good recipe book is like a good dictionary—necessary for reference, but not capable of teaching us to write or speak the language. Cooking cannot be fun, imaginative or adventuresome, if it is done by rote from recipes.

3. it will show how to make your own variations of existing recipes by—

Simplifying—working downward from the *haute cuisine*, which is the most elegant and most glamorous version of how to cook. The advantage is that it enables you to make the best use of what you have on hand, or what is in plentiful supply. Unless the cook has a general, over-all point of view about how a foodstuff is capable of being manipulated, she is handicapped and works only by rote. This does not produce inspired, imaginative cooking.

Adding to a recipe—to increase richness or change or increase a flavor. This applies primarily to the use of mass-produced foods which are flavored mildly to suit a cross-section of the public taste.

Compounding several recipes—that is, by mixing several simple things to make a dish more elaborate or richer or differently flavored.





The good super-market carries 10,000 choices, while the food industry as a whole offers 65,000 selections—counting all types and brands. With so much to choose from, the most fussy cook or gourmet can find brands that have the characteristics which they desire.

On this canned meat counter are 165 choices of different types and brands.

This is typical of great variety offered by the food industry



Is your grandmother standing between you and today's freedom?



DRAWING BY JAN BALET

Are old wives' tales robbing you of the privileges of our times? Don't let out-of-date snobberies cheat you of the vast opportunities waiting for you at your grocer's

Nowhere has the dead hand of the past lain heavier than in the food field. The fact that canned foods were not very good 20 or 30 years ago, when our mothers and grandmothers first tried them, has set up a mental road-block about all processed goods ever since. Wherever you find a family that strives for fine eating, you also find a prejudice against processed foods.

Yes, tradition has hampered cooking. Attitudes handed down from mother to daughter have needlessly retarded our acceptance of food progress.

Yet progress has developed just as steadily in processed foods as in all other phases of our life. Canned and frozen foods have become steadily better. Now many are superb —acceptable in flavor to even the fussiest gourmet palate, and as nutritious as their fresh counterparts.

Ready-made foods are following the same pattern set by ready-made clothes. The first ready-made clothes were not very good. Anyone over fifty remembers when no lady would consider wearing them. Now they are unbelievably good. Few people wear anything else. Just as the clothing manufacturers won acceptance by employing top-flight designers to style their clothes, food manufacturers are winning gourmet acceptance by putting up the specialities of famous restaurants and the dishes of the international cuisine such as bouillabaisse, chicken cacciatore, baba au rhum. (*Text continued on page 150*)



PHOTOGRAPHED BY MAYNARD PARKER

In processed foods like these nearly all the work is already done for you.

Good Eating is also a Visual Experience

Don't cancel out your cooking with a dull presentation. Do it justice with canny stagecraft to enhance its good looks

by Frances Heard

Human beings enjoy food with their eyes as well as with their other senses. So if it doesn't look good, it may not taste good, and your earnest efforts with the *roux* and *fines herbes* go unhonored and unsung.

It's obvious to any one that rice pudding in an amethyst sherbet glass will get a more enthusiastic response than it would get served in a dull white saucer. Wooden plates, a plaid cloth, and a bowl of geraniums can make an event of a hamburger supper.

This staging of food with a calculating eye always on theatrical effects is sure death to monotony. Yet it requires no extra outlay of money or time. What it does call for is a new, creative approach to the business of turning out three meals a day. It gives you 1,095 chances a year to make an art of daily living.

True, no amount of fancy background can camouflage poor food. But it isn't too much to say that much fine food loses its piquancy—and the cook gets muted applause—because it is plunked down in humdrum, take-it-or-leave-it fashion.

For food preparation doesn't begin and end with the kitchen stove. In planning a meal that will be relished with enthusiasm, an astute cook foresees it on the dinner table, plots ways of attracting diners' eyes to the pale green crispness of the cucumber salad, or drawing their attention to the provincial quality of a robust stew. As she plans the meal, she plans its props—china, glass, linen, silver—all selected to set off, by color, pattern, texture, or atmosphere, the appearance of the food itself. This is one way to make an art of good living.



The best meal tastes only as good as it looks

See the atmospheric eye-intrigue in this setting for a chicken and rice dinner. Pottery hen from Charles Hall holds the stew, brown bowls from America House serve individual portions of rice, all set on the revolving lazy-Susan center of a Micarta-topped table designed, like the cane-back chairs, by George Nelson for Herman Miller Furniture Co. To suggest farm country feeling and color, brown linen napkins from Mosse. Imperial ripe-olive glass tumblers by Russel Wright, "Cattail" china plates by Lenox, and—the provocative touch of the unexpected—baskets from Bonniers, with liners, used for salad. Wine is Cresta Blanca Vin Rosé. Simple and/or sophisticated sterling flatware is "Hannah Hull," by the Tuttle Silver Company.

COLOR PHOTOGRAPH BY WILLIAM HOWLAND AT HERMAN MILLER FURNITURE





For the first time in history cooking can be fun

if you Organize your living

by Charlotte Eaton Conway



Getting meals is fun in this well-organized kitchen. There's no guess-work about the range, no hand dish-washing or drying, no handling of garbage, no hit-or-miss mixing, toasting, coffee-making. No heavy cleaning, either, thanks to enameled steel cabinets and Textolite counters.

Matern & York, Architects
Flower Hill Building Corp., Builder
W. & J. Sloane, Decorator
Hicks Nurseries, Landscaping

THE HOUSE ON THESE 10 PAGES IS HOTPOINT HOUSE RECENTLY ON EXHIBITION IN PLANDOME MILLS, L. I., N. Y.

The Daily Arts of Good Living



The situation in the kitchen is different today from what it has ever been before. We are in the middle of a great national emergency and increasing our supply of manpower and womanpower is of supreme importance. Our food processing techniques have never reached such heights of achievement. Our appliance industry has never before produced so many labor-savers. And never before have so many people owned so many modern appliances.

We have within our grasp the possibility of synthesizing all these conditions to produce a new kind of housekeeping. The push-button oven, that turns itself on and off without our being near it, takes on a new meaning besides being a cute gadget. The handwork has been taken out of dish-washing and dish drying, and we can do that chore only once a day, or whenever we get a load. Thanks to the refrigerator and the freezer, we can *plan ahead, order ahead,* and *prepare ahead.*

All this calls for a new set of habits—a new mental approach. We need a new understanding about the role our home can play in our times. It means that *for the first time in history the home can be run systematically, as a business is run.* This means we have to be able to see our home in relation to other businesses, especially to the food business and to all services the community offers the home.

The kitchen shown on these six pages is the epitome of an up-to-date kitchen of this decade. It has all the electrical servants possible in our times to take the heat, dirt, and drudgery out of housekeeping. But merely having these things is not enough. Three habits must be modernized to go with the new equipment. 1. Food must be bought less frequently. 2. Food must be stored in (*Continued on next page*)

Organize your living (continued)



Here, at your planning desk, you run your business, do the big, over-all planning. You can talk to other rooms by intercom, phone orders, or make engagements. Desk houses electric ironer.

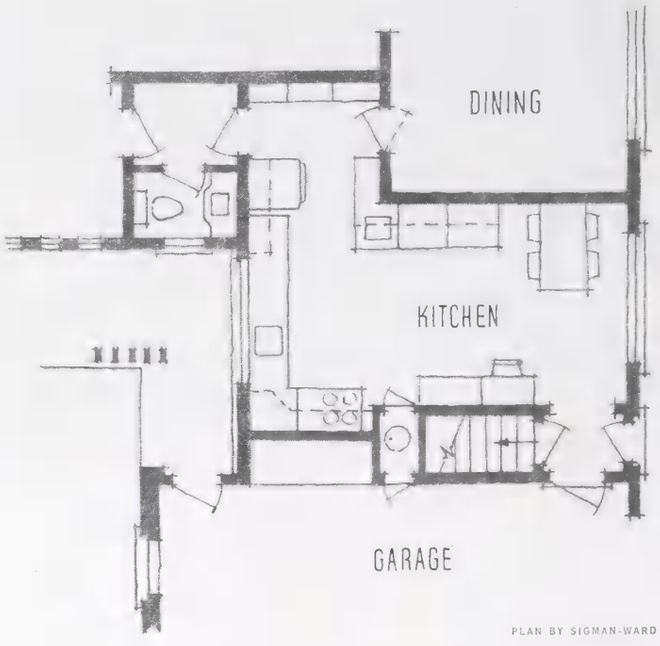


Washing in this kitchen is done in four easy steps. Soiled clothes from twin hampers on wheels are sorted on counter, put into washer, then dryer. While machines work, you do other things.

greater quantities. 3. Quantity cooking must be done to prepare meals, or parts of meals, days or weeks ahead. Unless this kitchen is used in a new and different way from an old kitchen, there is no point in having it. For owning a modern kitchen can set you free—free to take a job, or do Red Cross work, or to be with the children, or take painting lessons, or whatever you want to do with your life. But if you use it like an old kitchen, it won't alter your life very much. Unless you change your thinking and your over-all practices of homemaking, ownership of such a kitchen will affect your life only superficially.

To get this new focus that a modern kitchen can give, you need to realize certain things. You have to recognize that not all of your kitchen is in your house. The bakery, the creamery, the packing plant, the frozen-food processor are just as much a part of your kitchen as if they were under your roof. For much of the hard, exacting work is done in those places. The money you *don't* pay in wages to servants you *don't* employ goes to meet the cost of mass-produced foods. You are in a kind of partnership with industry.

Electricity takes over where the manufacturer leaves off. You have expensive tools to buy; (*Continued on page* 138)



PLAN BY SIGMAN-WARD

You can cook, serve, eat, clean up, wash, dry, iron, "shop" from storage shelves and freezer, and be a household executive, all in an average-size room, because plan is based on common sense.



ALL PHOTOGRAPHS BY WILLIAM HOWLAND

Snacks and quick meals are served graciously at a table as pretty as it is durable and easy to clean. Frame is of plastic-sheathed steel, top of wood-grained plastic, chairs upholstered in washable plastic. Counter near by is serving table.

Organize your living
(continued)



Generous storage space is one of the secrets of more home leisure. You save time consumed in repeated trips to the store, save money by quantity buying at bargain prices, save energy by "shopping" at home.

What you keep on hand is the key to your leisure

The real burden of housekeeping work lies in the repetition: redoing, re-ordering, remaking, reclean-ing. Organize so you don't have to repeat the same job so often, and you'll be way ahead on time and leisure

The Daily Arts of Good Living



PHOTOGRAPHS BY WILLIAM HOWLAND



By today's standards of living and leisure, a home freezer is as essential as indoor plumbing. This one is located in the garage, adjacent to kitchen, thereby avoiding crowding daily kitchen activities.

Women have been complaining about the hopelessness of housework ever since there were houses to work in. They have been consumed with irritation at the repetitiousness of daily chores. Actually, the total amount of time that housework takes is not so great. The trouble is the way the work is broken up. Housework cuts up your day the wrong way. Every job breaks into something else in such a way you can't order your own time and affairs. The controllable elements make it hard to stick to a planned schedule. The over-all result is hopelessness, irritation, and resignation.

For a long time, HOUSE BEAUTIFUL has been studying how to get more organization into housekeeping. We have not been ready to accept the fact that women should be held back in the Eighteenth Century while men live in the Twentieth. Our own staff boasts a number of housekeeping career women. Among friends of our staff are some of the most efficient and polished housekeepers to be found in America. We have all been analyzing where the time-consuming joker lies in housekeeping. We have arrived at the conclusion—separately and jointly—that the trick lies in eliminating the repetitiousness. Make one doing of a chore stay done as long as possible.

Since the most repeated tasks in housekeeping revolve around food—buying and preparing—the place to start saving time is in food buying. Eliminate the daily trip to the grocer and you have made the first move toward efficiency. Going once a week is the oftenest that should be necessary in these times, when we have so many aids to food storage. And if you can cut it down to once a month (as several of our staff consultants have done), you are still freer. The fewer trips (or motions) the more time saved.

Some women may be shocked by this recommendation. The inherited attitude about good, frugal housekeeping is that you must treat your grocer and his supplies with suspicion, pinching, inspecting, bargaining, watching his scales with your own eyes, and shopping around for a few cents of advantage on this or that. But all that is a relic from the days before refrigeration, canning, packaging, and modern distribution methods. Except for ferreting the lowest priced items, a personal trip to protect your interests is no longer needed—for good stores no longer handle spoiled foods, but if they do, you just take your business elsewhere.

These days, even a fussy housewife can safely let the grocer make up her telephoned order. What she may not gain by saving a few cents per pound on fresh vegetables, she can save by buying by the case.

Buying by the case has the added advantage of reducing the number of times you have to take action on a needed item. Since cases contain either 12 or 24 units, usually, that means you can forget about that thing for 12 or 24 times. In short, you have to make that move only once, as against a previous twelve times.

Now obviously you won't want to buy by the case except those staples which are basic to your cookery. And you would do this only with brands that you have tried and become enthusiastic about. (*Continued on page* 139)

Finger-tip controls for luxury

A bedside control panel will enable you to identify visitors, close the window or start the coffee perking—all without leaving your bed

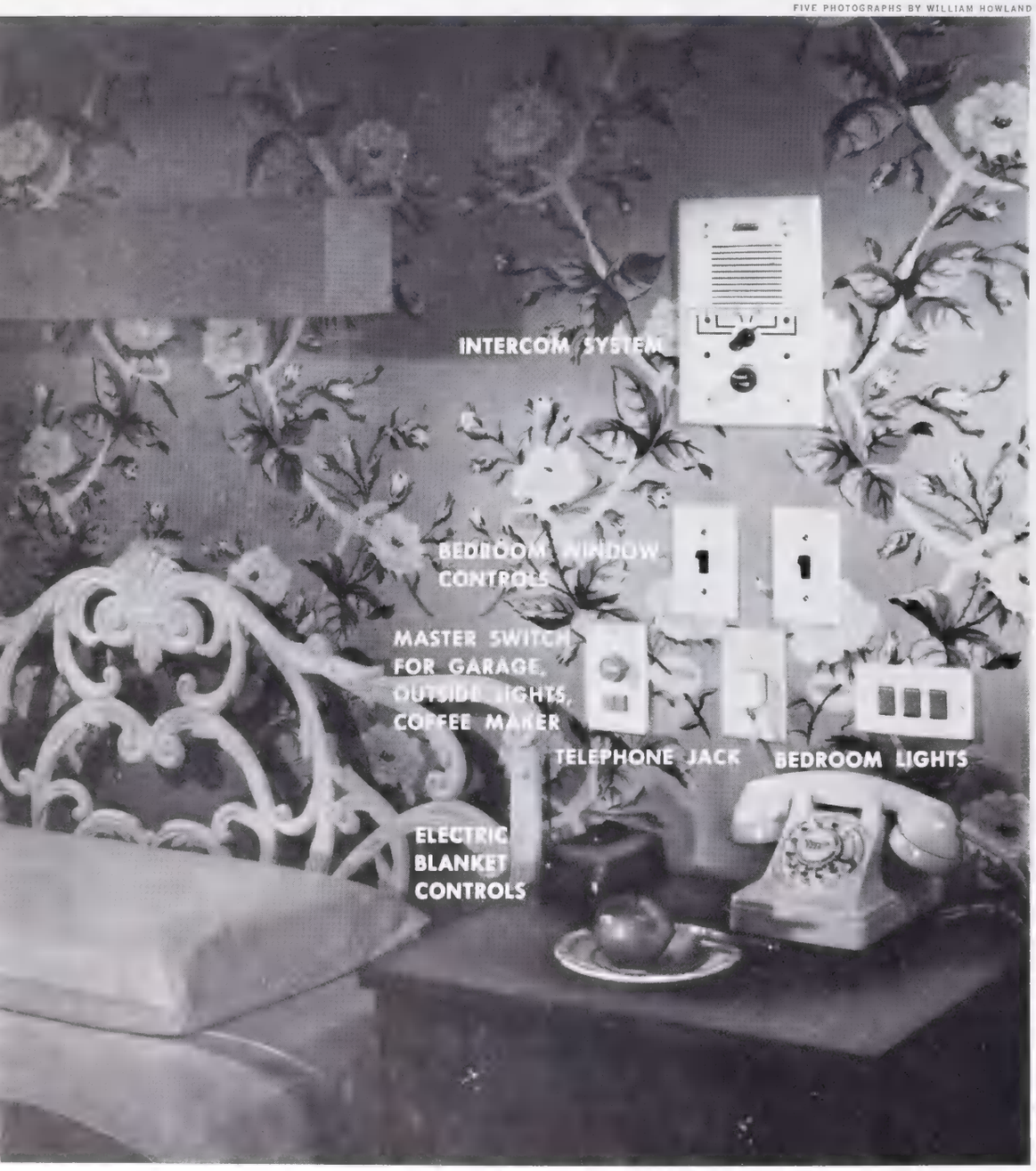


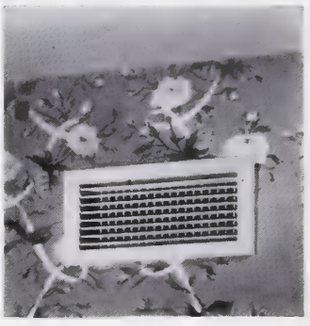
Microphone over the front door identifies all visitors.



Inside-outside thermostats anticipate weather changes.

FIVE PHOTOGRAPHS BY WILLIAM HOWLAND





Wall registers deliver conditioned air all year.



Airconditioning plant is compact, clean

The luxury of not having to leave a warm bed on a cold night to answer the doorbell or close the window is yours, thanks to bedside controls. An advanced wiring system also makes it possible for you to start the coffee, speak to the maid, turn on lights in every room.

How to keep color in your garden all year ~~season~~

You are probably a part-time gardener who wants a full-time garden—one that blooms without interruption from early spring until frost. But somehow you never get what you want. There are always a few weeks when your succession of blooms peters out. Flowers are scraggly or non-existent. Your garden has nothing to show but greenery—usually at a crucial time when you want it to look its best. The fact is you don't have to put up with this unpredictable kind of garden. Concentrate on *pot-gardening* and you can be sure of a continuous display of exciting color.



Garden color comes in pots . . .

In the first place, pot-gardening enables you to stage your own show. You grow or buy your plants in pots or tubs and move them into your garden as they reach full bloom. So, regardless of weather, pests, or unexpected demands on your own time, you eliminate that lapse of bloom which so often occurs in the conventional garden.

Since your plants are in pots and not in the ground, you can weed out the scrawny ones and put only the flawless ones on display. Furthermore, you create your flower picture *after* the plants are in bloom. So you control the design completely. There is no dilution of color by masses of past-bloom or still-to-bloom plants.



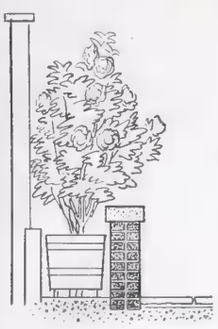
. . . and in paint cans

Naturally, pot-gardening requires plenty of planning. You must have a succession of plants coming into bloom to replace the fading performers. The modern garden-centers now springing up in all parts of America are a great help. They often sell ready-to-bloom plants so inexpensively that you don't have to bother raising them from seed.

In planning a sequence of blooms, you could start with daffodils, tulips, petunias and chrysanthemums. Another year, you might try crocus, daffodils, tulips, petunias, zinnias, and chrysanthemums for March through October bloom. Seasoned gardeners are ready to tackle tubbed flowering shrubs such as camellias (color photograph on opposite page), azaleas, roses, pieris—even espalier apples or pears, dwarf crabapples, and flowering peaches. (*Continued on page* 187)

The pot-gardener's showcase

This garden gets its year-round color from architectural materials (bricks, painted building-laths, new pressed seaweed board), and from a succession of potted plants like these camellias. See how the low wall hides containers, eliminates need for fancy pots or tubs. Garden was designed by Osmundson & Staley, landscape architects, for the 1950 California Spring Garden Show.



COLOR PHOTOGRAPH BY MAYNARD PARKER

You can eat your cake and have it, too!

By
Marion Gough

Do you love Traditional, but think you must "go Modern" in order to get space-saving, built-in efficiency in your furniture? Then regard the hidden workings of these traditional-looking pieces. See how effectively such well-loved conventions as inlaid woods, tooled leather, and ornamental carving can join forces with the kind of skillful, multi-useful engineering you would expect to find only in the most uncompromising, stripped-to-the-bone, unfamiliar-looking Modern

PHOTOGRAPHED BY BILL JACKSON AT CHARAK FURNITURE CO., NEW YORK





Traditionalists may take a dim view of Modern's plywood, hairpin legs, etc. But have you ever heard *anybody* object to Modern's built-in space-saving serviceability? For the wistful traditionalists who have been longing for some 18th-century mahogany with some 20th-century function, the Charak Furniture Company has devised these new pieces. Every one does more than meets the eye. Nostalgically concealed in swirled mahogany and hand-wrought hardware, a drawer of this double dresser holds a hinged mirror and vanity box, tantamount to a built-in dressing table.

This mahogany end table may have a Regency flavor of idle elegance, along with its tooled leather and grillework, but it turns out to be a solid rectangular box of contemporary usefulness. Lower section pulls out to function handily as extra table surface. This whole step section can be used as storage space for record albums or magazines. Top shelf is thoughtfully sized to hold books and a small radio. 16¼" wide and 27" high, it could be a night table or telephone stand. "Needletuft" rug by Cabin Crafts.







Acanthus carving on its tripod legs and an inlaid band of rosewood around its edge make this mahogany dining table look like kissing kin to Duncan Phyfe. But its working philosophy is Modern. Drawers at each end provide for silver and linens, using otherwise waste space. Two extra leaves extend it from 66" to 8½ feet.

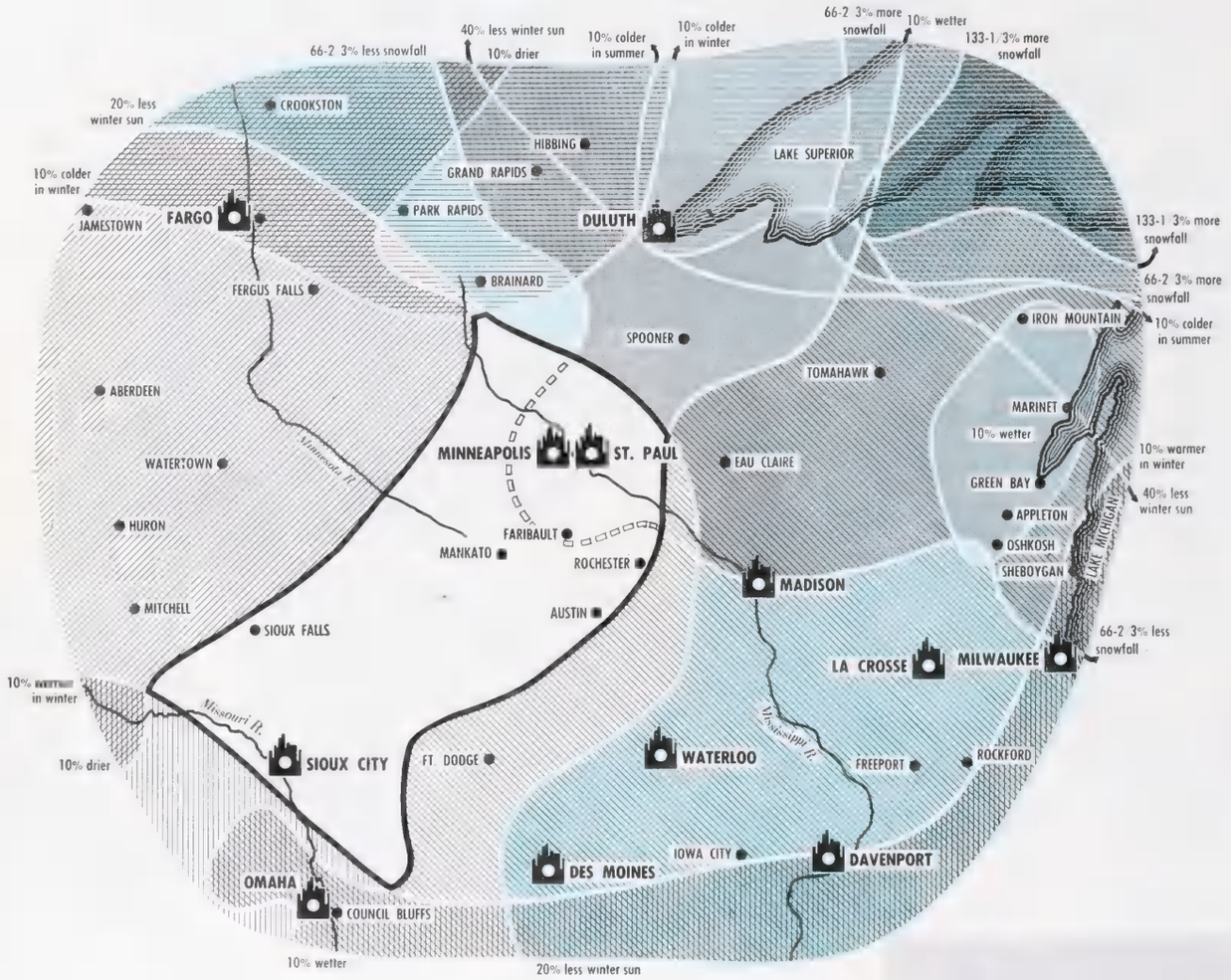




Better your home
Better your living

SEE MORE OF THIS
ON PAGE 132

How to Live with America's Worst Climate



By Dr. Paul A. Siple
House Beautiful's
Chief Climatologist

The Minnesota climate zone described here, obtains in the white area on the map at left. Conditions change as you move out from the white area. To the northeast, winters are colder, cloudier, snowier. Southwest, winters are milder, sunnier, drier. In the Southeast, there's more rain; in the Northwest it's colder, sunnier.

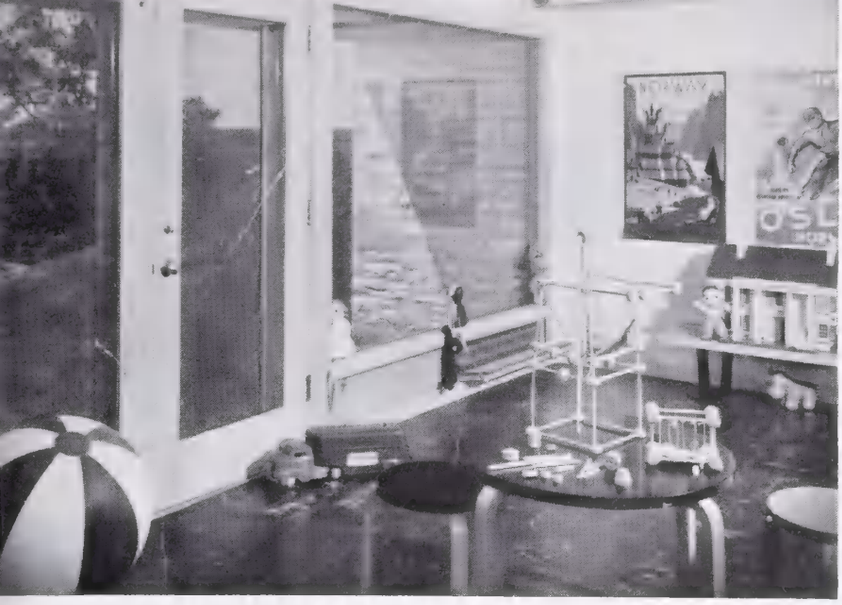
If you live where there's a big difference between winter and summer, read this story about a place where the difference is biggest of all

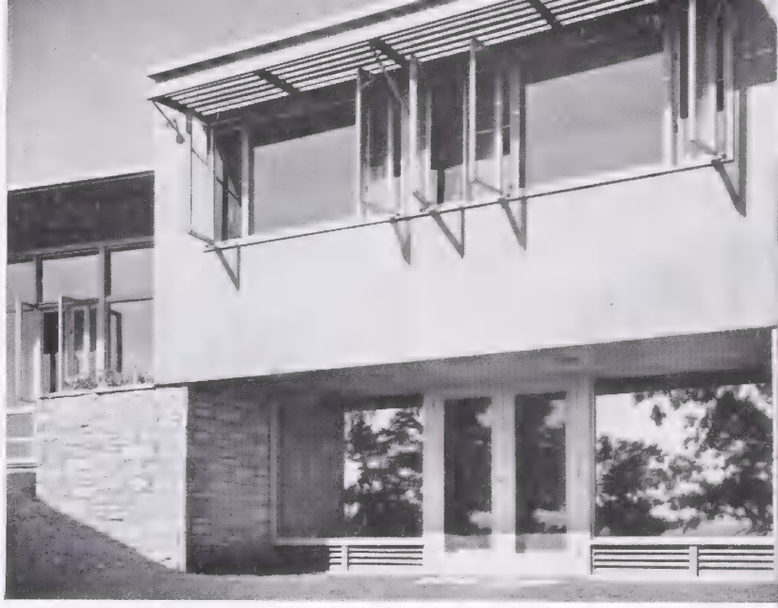
HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

The scientists who researched Climate Control

DR. RALPH LINTON
Sterling Professor of Anthropology
Yale University

DR. PAUL SIPLE
Military Geographer,
The General Staff, U. S. Army





To level off climatic extremes put part or all of your house below ground

The playroom of this Minneapolis house, shown inside and outside, is three-fourth underground, with south wall open to sun and view. Such a design makes room warmer in winter, cooler in summer, yet cheery the year around.

If you live anywhere on the map on the facing page, you live in the hardest-to-build-for climate in the U.S.A. This is true not because the winters are the coldest on record. (Mt. Washington and the high Rockies have much worse.) Nor because the summers are longest and hottest. (Places like Houston and New Orleans have the honors there.) *It is true because nowhere else in the United States will you find such a combination of winter and summer extremes.*

In a typical year, the temperature in the Minnesota area will range from 27° below zero to 102° above. This is the central problem of building and running a house in these areas of Wisconsin, Minnesota, Iowa, and South Dakota.

A house that really masters the ups-and-downs of such a climate, that gives you year-round comfort, takes tall doing. Yet it's not at all impossible. On these pages, you see three houses by the Minneapolis architects, Thorshov and Cerny—one of them designed especially for HOUSE BEAUTIFUL. All three are the result of an orderly analysis of the numerous climate factors that have to be met and mastered. Such an analysis runs something like this:

You get a lot of winter

You *have* to keep this in mind while planning a Minnesota house. Statistically, cold-weather design should receive approximately 70% of your attention and money.

Here are the problems posed by winter climate:

1. The temperature drops below freezing on 147 days of the year, below zero, 30 days. Usual winter temperatures range between 0° and 25°. It's cold in Minnesota, and the biting winds make it worse. You need heating nine months out of the twelve, combined with heavy insulation, double or triple glazing, (*Continued on next page*)

DR. HELMUT LANDSBERG
Executive Director, Committee on Geophysics and Geography, Research and Development Board

DR. DANA COMAN
Consultant, Scientific Advisor, Office of the Chief of Staff, U. S. Army

DR. L. P. HERRINGTON
Director of Research, the John B. Pierce Laboratory of Hygiene, Research Associate Professor in Public Health, Yale University

WALTER A. TAYLOR
Director of Education and Research, American Institute of Architects

MILES L. COLEAN
Consulting Economist

WOLFGANG LANGEWIESCHE
Research Pilot, Kollsman Instrument Corporation

The three houses shown on these 13 pages are designed by Thorshov & Cerny, Minneapolis architects.

How to Live with America's Worst Climate (continued)

The south wall uses lots of glass



In Dr. Alan Challman's house, south-facing double glass is useful in winter when you need sun for light and cheerfulness.



Same south wall, seen from outside. Same wide eaves which shade glass from high summer sun also admit low winter sun.

and careful weatherstripping of all windows and doors.

2. The winter winds further complicate your winter heating problem. If allowed to strike your house, they will take your expensive manufactured heat and carry it away into the next county. Fortunately, they blow in a very definite pattern—from northwest or, alternately, from southeast. This makes wind-control measures easier. (You'll see why we say "easy" later.)

3. Half the winter daytime is overcast and dull. You don't get enough winter sunshine to heat your house. In fact, the days are so short and dull, you often don't get enough to light it. So you want the benefit of all there is.

4. You get 40½ inches of snow per winter, on the average. In the last 60 years, this figure has ranged from about 14 inches up to 85 inches. But because of low temperatures, the snow is likely to remain on the ground for as long a period as there are leaves on the trees in the summer. You also get rain in winter, usually a mist-like, long-lasting affair. Icicles can be large and dangerous. When the ground is not frozen, it's muddy. Thus much of the time you'll enter your house with outer clothing wet from either snow or rain.

5. The winter is as hard on your house as it is on you. Exterior surface temperatures may drop 34° below zero, crossing the freeze-thaw line many times throughout the cold seasons. Any moisture in cracks and crevices of the structure will freeze and expand, thaw and contract, time after time. The ground may freeze down to seven or eight feet below the surface, which means your water lines, sewer, and drainage will burst if they're not down deep enough.

6. You can expect frost from October 12 right on through to April 26. This means very serious "heaving." Walks and driveways, lawns, flower beds, and borders may be thrust up as much as a foot or two above normal level. Hence your paving had better be well drained and sturdy; your plants had better be hardy and drought-resistant varieties.

7. Inside, the humidity is so low in winter that indoor air, after heating, averages only about 10% relative humidity. This is extreme dryness: your throat and nasal passages dry out, you cough, you get chapped skin, your books and furniture desiccate and tend to fall apart. This situation exists for about two-thirds of the year.

In summer, things are not so bad

In Minnesota, you get optimum, open-door weather for about 20% of the year. And about 10% of the year (the hottest hours of summer) you would like some kind of cooling. The summer problem breaks down like this:

1. Only 4% of the hours of the year rise above 77° F. But these all fall in May-September, when humidities are high—and in the daytime, at that. You can be just as un-

comfortable from summer heat, here, as in Mississippi.

2. Spring and fall are fine but short. But, unless your house and garden use climate-control principles to the fullest, you don't get much actual outdoor living in spring and fall weather.

3. Summer sunshine is usually as undesirable here as elsewhere. You need shade in July, August and September just as badly here as in any other region of the country.

4. A breeze is always pleasant during the summer day; it is *necessary* during a total of about 10% of the year: 57% of July, 45% of August. Your summer objective here is at direct odds with your winter objective. Summer and winter winds blow along the same northwest-southeast axis. Thus control devices that keep the winter wind off the house walls will, unless you are careful, prevent you from getting any summer breeze. (Further details about this on pages 104-107.)

5. You get four to five times as much precipitation in summer as in winter. Summer rain, unlike winter rain, is likely to occur in brief, heavy showers. You may get as much as an inch in 15 minutes, 2 inches in an hour, 6 inches in 24 hours. This implies good drainage in both house and garden. For indoor comfort, it means windows and doors which can safely be left open for ventilation during hard showers.

6. Insects, especially mosquitoes, make it advisable to screen outdoor living areas.

How to solve your climate problems

Climate-wise design is a matter of emphasis. In Minnesota you must design for winter first, summer second. In choosing between a city lot or a country lot, consider well the fact that the microclimate is generally 5° to 10° warmer in the city. You may be better off in the city even with the dirty air, traffic, noise, etc. You get snow plows, garbage collection, city water. In the country, you have to handle all this yourself.

The most important thing you can do to control your climate is to get out of the winter wind.

The region has a very definite wind-pattern: In winter, bitterly-cold winds come from the northwest or diametrically opposite from the southeast. This one fact alone is enough to dictate a basic regional design. To minimize the chilling effect of those winter winds, the Minnesota house should be, logically, a streamlined affair, presenting as little of itself as possible to the northwest and southeast. It should be shielded by carefully-planned windbreaks. It should be built under the lee of hill, or down into the ground, to get it further out of the wind. Withal, it should be as compact as possible to conserve precious heat.

Deviations from this general wind axis can of course, alter this northwest-southeast (*Continued on next page*)

The north wall uses very little glass



North windows of same living room, seen opposite, are minimum size, give summer cross ventilation and balanced day-lighting.

ALL PHOTOGRAPHS BY PHOTOGRAPHY, INC.



Windows along north side of Challman house are small to minimize heat loss from northwest winter winds.

HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

How to Live with America's Worst Climate (continued)

Summer shade for southwest corner



A deciduous tree and vine-covered trellis will give west end of house perfect shading on hot summer afternoons.

pattern. There are often considerable differences, even from one lot to the next, due to forests, lakes, little crowns and dales, and existing buildings. (Usually there's quite a breezeway between buildings.)

Strive for compactness in plan. The *most* compact three-dimensional form is a sphere; streamline a sphere and you get an ellipsoid—a football shape. This would offer minimum resistance if oriented along the wind axis. Of course, you will still have two small ends that will feel the full force of the northwest and southeast winds. So shield these ends with windbreaks of some sort. I would say the best windbreak is a dense planting of evergreens, which remain in full leaf throughout the winter. Arrange them so that, in plan, they look like arrowheads, pointing into the northwest and southeast. Thus you gently persuade, not force, the wind to split and flow around your streamlined house.

If you put up snow fences in the right places, you can keep snow drifts away from your door. How wide, how high, and exactly where these snow fences should be depends on local conditions. Your best source of local information would be the county highway department, the agricultural agent or the nearest agricultural college.

Now, what about that desirable summer breeze? My solution to that one is simply to reach out and grab the breeze as it goes by, just as a casement window opening the right way can scoop in a passing breeze. My rough sketch on page 103 (Dr. Siple's story continues on page 155. An ideal house for Minnesota climate is shown on page 102.)

Formula for Minnesota windows: south exposure, double glazing, summer shading



The daring glass wall in the Harry S. Blackmun living room is successful because it meets all the climatic requirements. Built of sealed double glazing, it faces south



to trap winter sun and save winter heat, has full-length curtains which draw at night. Note how all windows in the house are perfectly shaded from the summer sun.





Old fashioned? Maybe. But the fireplace is more popular than ever. And, for cold climates, the "circulating" variety is a real asset.

In Minnesota, any fireplace is valuable. And if you use one of the steel circulating types, you greatly increase its heating power. These two fireplaces are built around such units by Heatilator. They have double-walled sides and backs. Between these double walls, air is heated which sets up a draught that draws cold air off the floor and exhausts hot air through grilles at top. Sketch above shows you how it works.





With roof off, you can see how each room is disposed for sunlight, privacy, and view

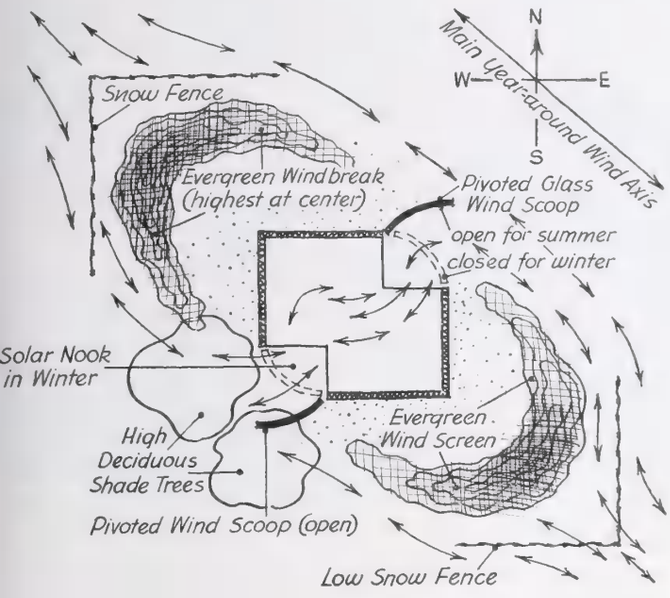
This house does the impossible

COLOR PHOTOGRAPHS BY PHOTOGRAPHY, INC.



In SUMMER, this climate-wise house gives maximum protection against high heat and humidity

by James Marston Fitch



Dr. Siple's sketch for Minnesota climate house was basis for this house.



The Minnesota climate is hardest-to-build-for because of its extreme spread between winter cold and summer heat. You can be very uncomfortable at either end of this spectrum, but never forget that you stay at the cold end for nine months out of twelve. Thus, in house design, winter comfort takes precedence over all else. Dr. Siple had this in mind when he sketched the diagram at left. Architects Thorshov and Cerny had it very much in mind when they adapted his idea to the house shown here.

Though the house may seem unfamiliar and complex, it is actually based on the simplest principles of Climate Control. The first one is that, where you have difficult climates to work with, you should focus on the difficulties, and use your whole house and lot to minimize them. In Minnesota the central problem is cold winters, with high winds from northwest and southeast to make matters worse. Winter sunshine is the more valuable because there's so little of it. The answer was obviously a house that exposed as little of itself to winter winds, and as much of itself to winter sun as possible.

To see how this principle guided the selection of the lot, the siting and design of the house, even the placement of terraces and planting, turn the page.

This Minnesota house proves that you CAN lick extremes of heat and cold under one roof. The architects did it by studying the climate, then choosing the right site, developing the right plan, and using the right materials



In WINTER, it provides cheerful comfort despite bitter cold, high winds, gray days

Get out of the wind Get under the hill

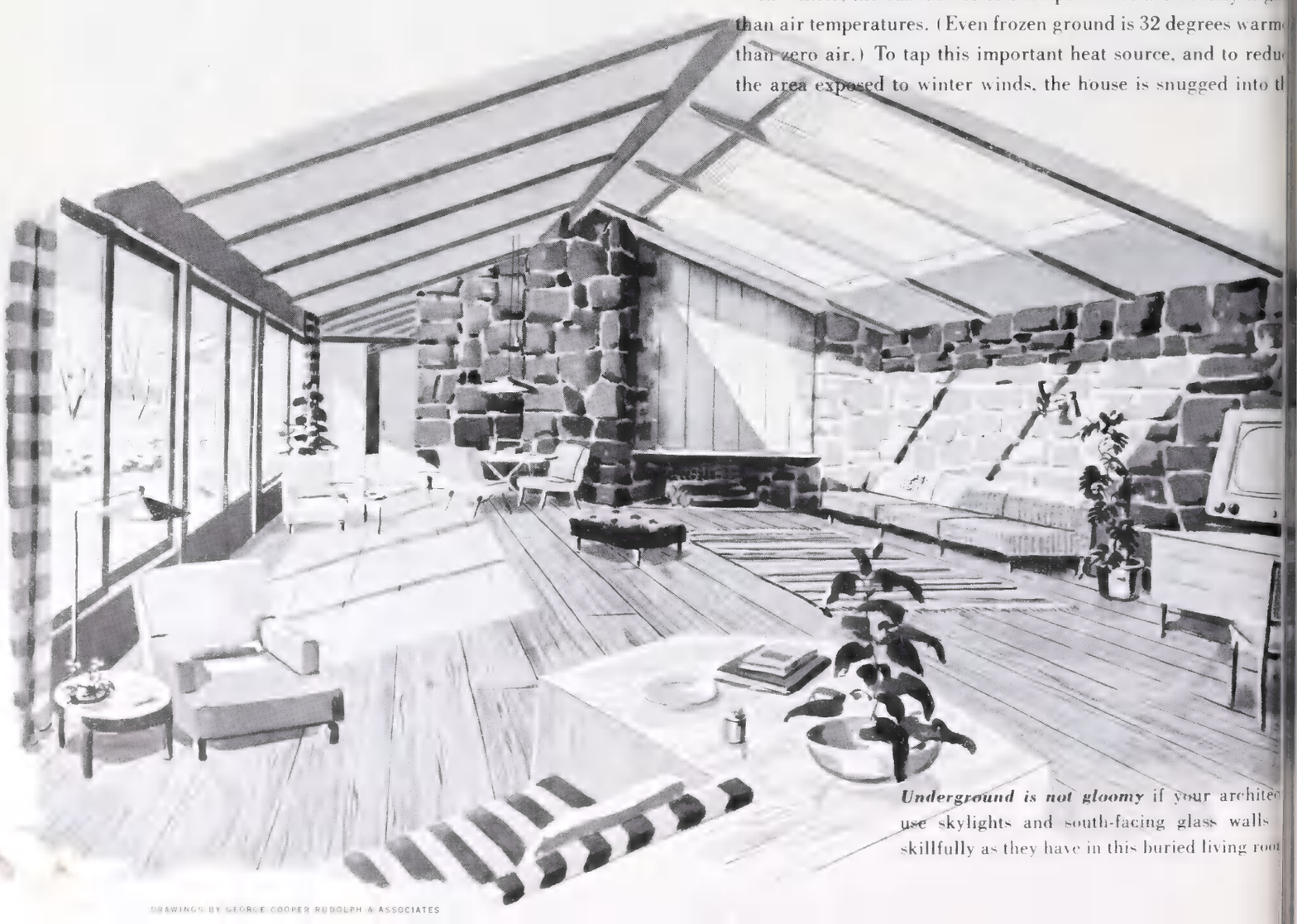
Where winters are hard, each square foot of surface out of the wind means money in your pocket

You can, of course, heat any kind of building, anywher with any kind of orientation. Today, for the first tim that's technically possible. But the real question is: *What wi it cost you* in terms of larger heating plant, more insulatio and increased fuel consumption? A 20-mile wind will suck 2 per cent more heat out of your house than still air of the sam temperature. Doesn't that make it worth while to place you house out of the wind? On a sunny day, a glass wall will adm eight times as much solar heat as a solid one. Isn't that muc free heat worth trapping? If subsoil temperatures (of even froze ground) are often much higher than the air itself, isn't this he worth borrowing? If you can use your trees and shrubs as win breaks and snow fences, why not place them properly and sa on fuel and snow-plow fees? These are the kinds of questio that this house for the Minnesota climate asks—and answer

A southern exposure naturally gets most winter sun. Hen our chosen site slopes to the south, and all glass faces th way to trap free solar heat.

Winter winds blow about evenly from northwest and fro southeast. Hence the plan is oriented along this "wind axis with narrow ends into the wind.

In winter, the subsurface soil temperatures are usually high than air temperatures. (Even frozen ground is 32 degrees warm than zero air.) To tap this important heat source, and to redu the area exposed to winter winds, the house is snugged into th



Underground is not gloomy if your archite use skylights and south-facing glass walls skillfully as they have in this buried living roo

DRAWINGS BY GEORGE COOPER RUDOLPH & ASSOCIATES





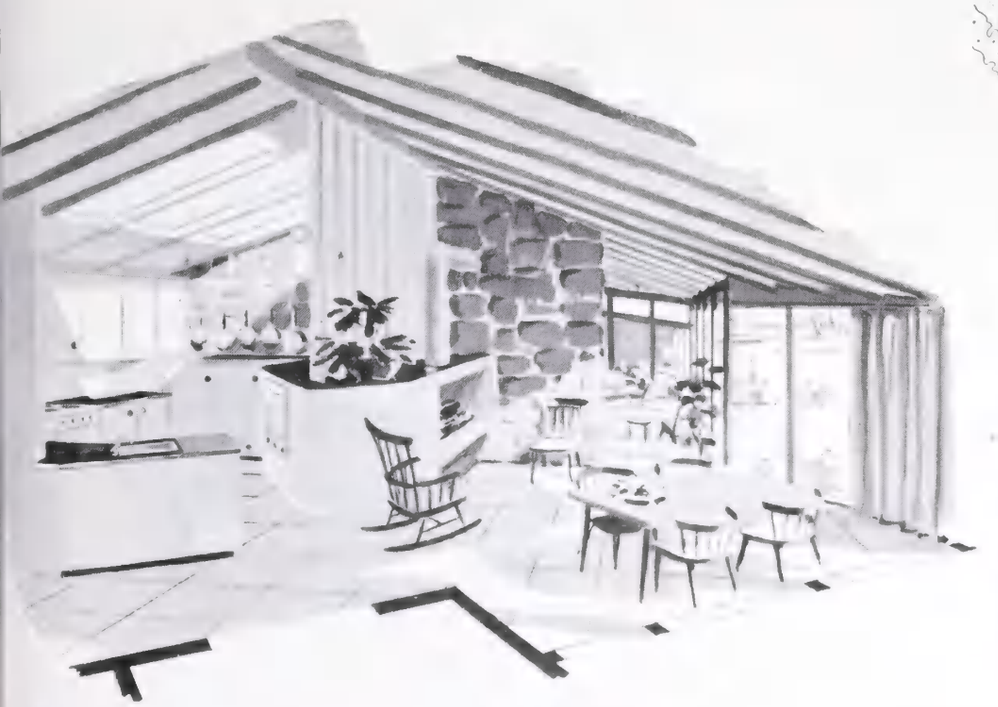
PHOTOGRAPHS BY PHOTOGRAPHY, INC.

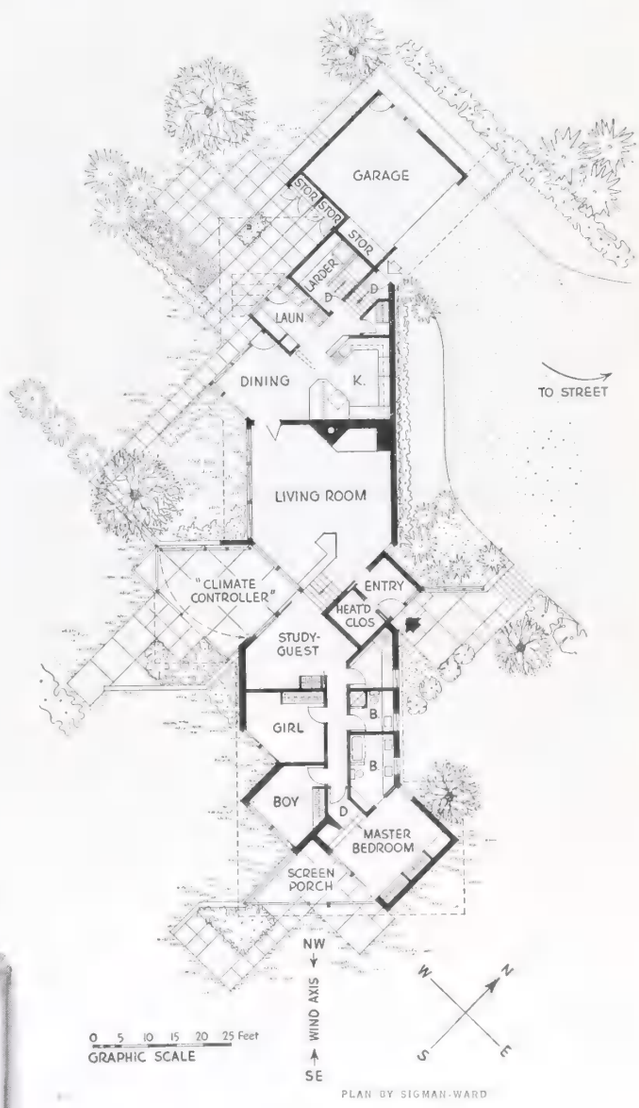
Buried up to its eaves along the north, this Minnesota house wins extra coolness in summer, extra warmth in winter —all by being half underground. Each degree Fahrenheit thus won lightens load on insulation, fan or heating plant.

ground. Contrariwise, this keeps the house cooler in summer, when subsurface temperatures are *cooler* than air temperatures. As you can see in the pictures above, the house is buried almost to its eaves along the north side.

Outdoor living, even in quite cool weather, is possible if you can get *into* the sun and *out* of the wind. Hence this house has a series of paved sun-traps, off master bedroom, living room, and kitchen. Here is room for sunbathing, children's playing, clothes drying etc.

Novel considerations like these gave the house its form. Yet, if you study these and the following pages, you'll see there's nothing freakish or extreme about its appearance.





PLAN BY SIGMAN-WARD

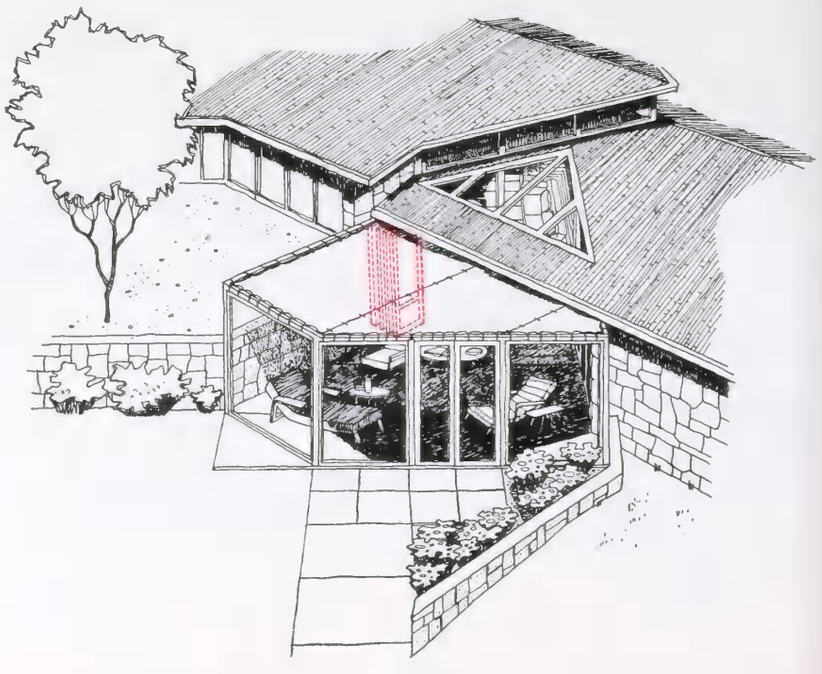
No rooms are slighted in this plan. Combination kitchen-dining room (left) has exactly the same access to sun, view, and breeze as the living room. See how every major room gets a similar break.



DRAWING BY GEORGE COOPER RUDOLPH AND ASSOCIATES

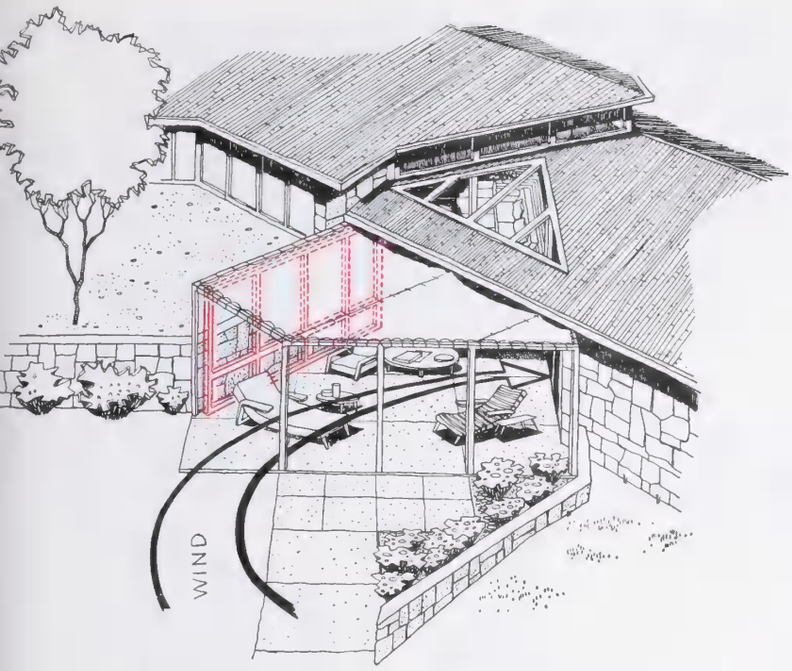
Meet the "Climate-Controller"

A climate like Minnesota's, with its variable weather, implies a new kind of porch—one that's flexible enough to be usable most of the year. Here's such a unit. Designed by Thorshov and Cerny, it combines the functions of sun porch, wind screen, wind scoop, shade porch, and screened porch in one



In June, it's a shady screened porch

With a paved floor, screened sides and top and a waterproof canvas roof, the "climate-controller" in June works much like the porches you're accustomed to. It gives you just the protection from sun, insects, and sudden showers that you need. Unlike most porches, however, it is convertible as the seasons change. Main feature is a series of glass doors, hinged together accordion fashion (shown in color in all drawings). These move in different positions. Here, unneeded, they are folded back out of way.



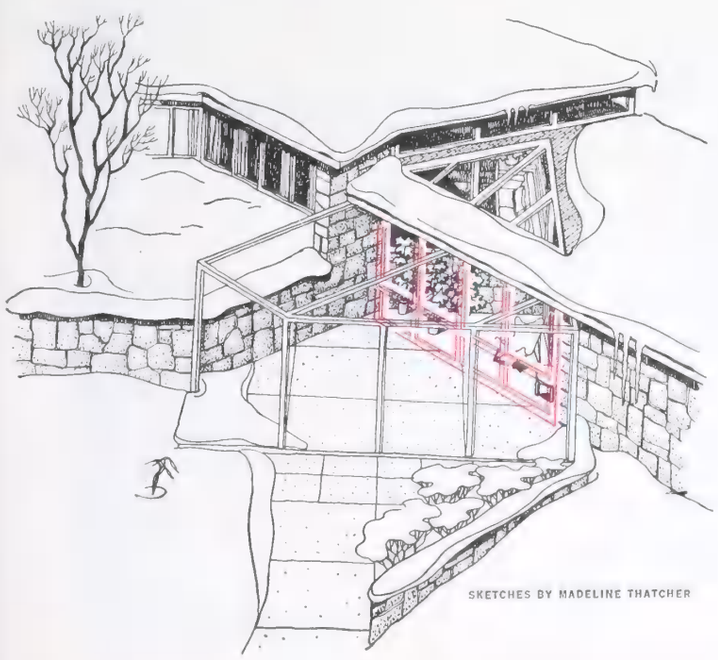
In muggy August, it's a wind scoop

Since the "climate controller" projects out into the normal path of the summer breeze, it has cross-ventilation. But in the worst summer weather, you may want to deflect this wind into the house proper. Then you unfold the accordion glass screen out to position, shown in color at left. With front door and study doors open, you can set up a breeze *through* the house. Same general effect of making breezes go where you want them is achieved in bedroom and in dining room. However, for windless periods you'd need ventilating fans in addition.

Spring and fall, it's a sunpocket

For outdoor comfort on the bright, cool days of spring and fall, you need three things: sunshine, calm air, and a dry footing. The "climate-controller" gives you all three. Screening and canvas is not yet up (or already down) so you have a warm suntrap. If the northwest wind is blowing, you can unfold doors to position shown at right to act as windscreen. Back in the skylighted, triangular nook you could sunbathe in all but the coldest weather. Since paving here is shaded all summer, it can be dark colored to absorb most sun heat.





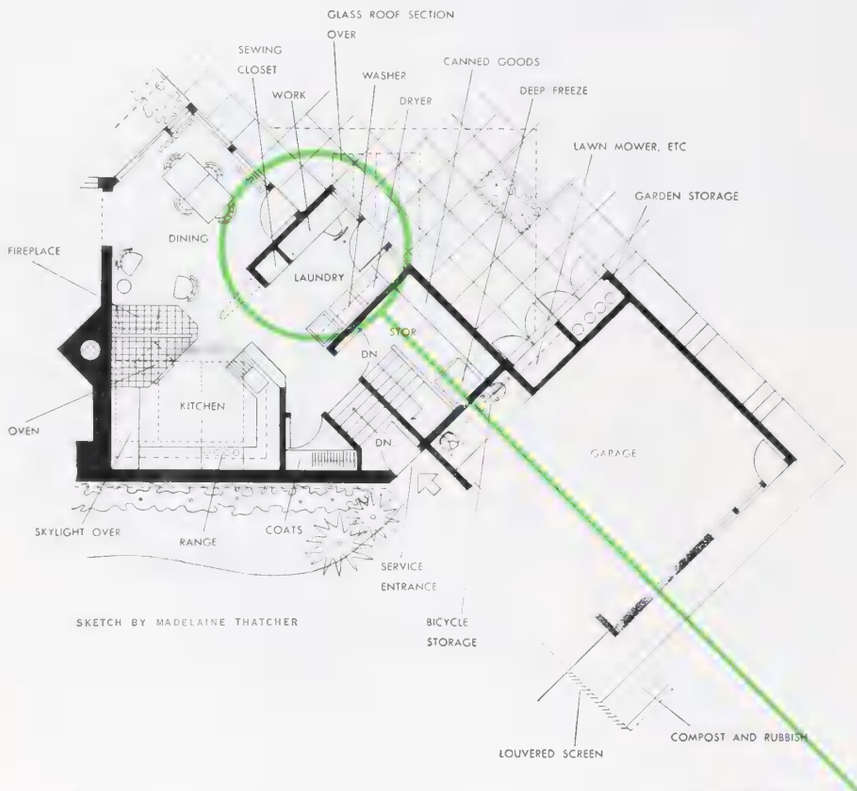
SKETCHES BY MADELINE THATCHER

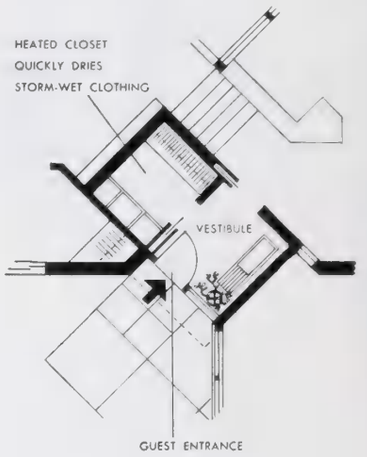
Mid-winter, it's a tropic hothouse

In the long northern winters, sunshine and flowers actually achieve an extravagant importance. You can have both in the "climate-controller." Simply swing the accordion glass doors so they enclose the third wall of the skylighted triangle as indicated in sketch at left. The doors can be weatherstripped and the area given low heat. Presto! You've a winter garden—large enough for a chair or two and tubbed plants like camellias or azaleas. As the sketch on facing page indicates, they give both living room and study a fresh-green outlook that offsets the somber winter landscape.

This house does the impossible (continued)

If your winters are hard PLAN for them!





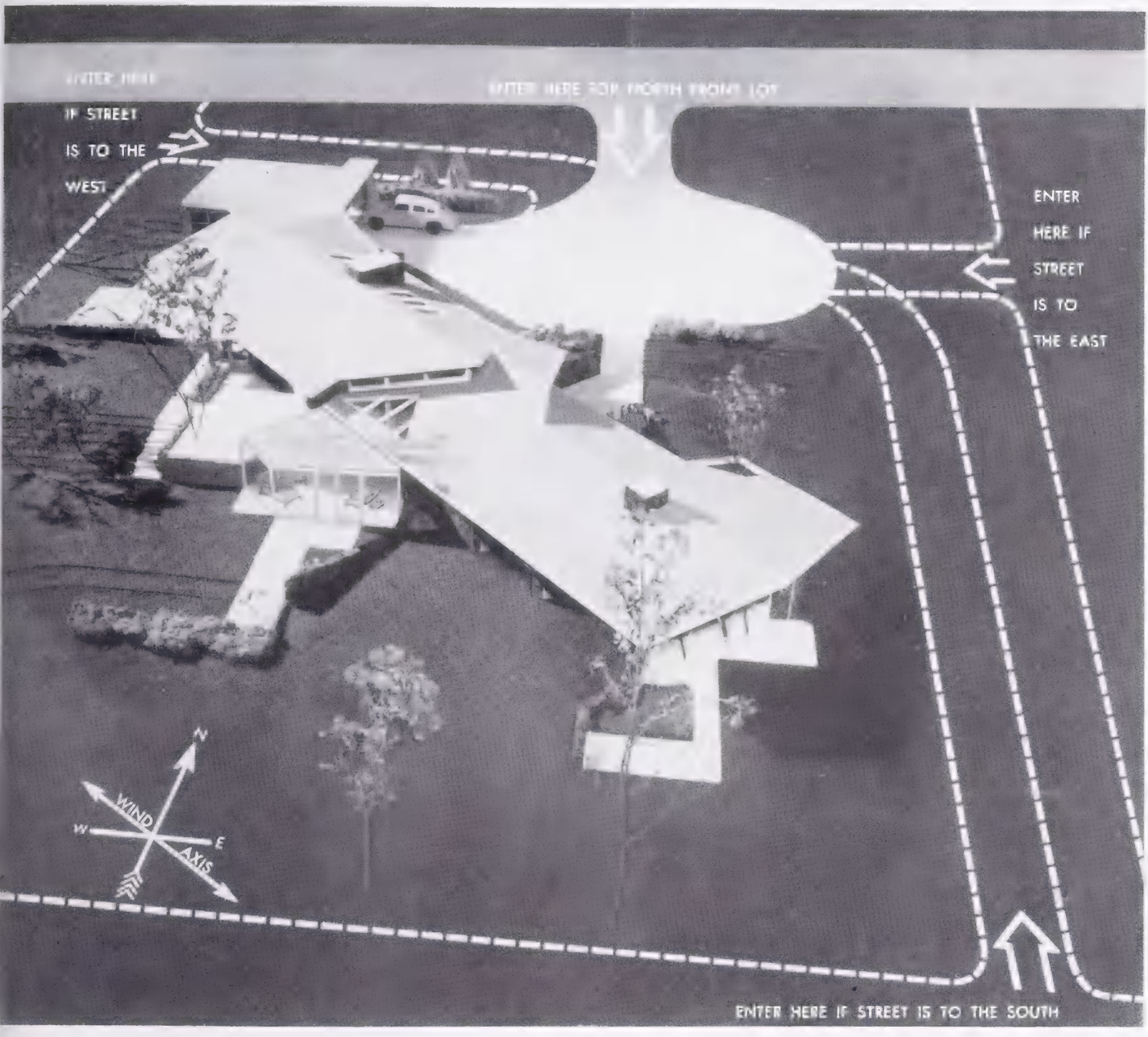
At the front door

Nine months out of twelve, people will enter your house with wet coats, overshoes, umbrellas. Housekeeping will be easier with a lobby to shed them in, a bench to sit on while pulling off galoshes, and waterproof masonry floors. Then provide a big, heated closet to dry outer garments.

At the back door

Typical winter weather will wreck housekeeping routines unless it's planned for. See how this house provides a big larder and deep freeze for weather when you can't shop, easy access to garage and garbage cans, adequate storage for garden tools, skis, and bicycles. Minnesota winters also demand indoor drying space (provided in the basement of this house). And a sunny, wind-free, paved playing yard, like the one off this kitchen, will keep young children out of doors when, otherwise, they would be sulking underfoot.





One plot plan that works four ways

Normally, it's safe to assume that you can't take a plan that works on one lot and just move it across the street. This house designed by Thorshov and Cerny is an exception. Although planned for a north-front lot, it would work quite well on lots facing in the other cardinal directions—without any damage to orientation, outlook, or privacy. For an east- or west-front lot you need only relocate the drive. On a south-front lot, you have less privacy in bedrooms and a longer drive to build, maintain, and keep snow-plowed.

Construction data on these three Minneapolis houses (pages 96-109) on page 158

GLOXINIA

Glamour girl for your garden

by Dr. Joseph E. Howland, House Beautiful's Garden Editor

You probably won't believe your eyes the first time you see gloxinias. The color combinations are so exciting, the flowers so big (four to six inches across), the leaves so handsome, thick and velvety that they look too wonderful to be easy to grow. They aren't as tough as snake plant, but they are *not* hard to grow—and they are *sure* to bloom. What is more, they will bloom any time of the year you desire, and stay in bloom for six to eight weeks. Plants often have six or seven blossoms open at once. Then after the last bloom falls, you store the tubers in a dry place until you are ready for bloom again.

You can even enjoy the super-size blooms of gloxinias this year, thanks to the recent development of started plants by such nurseries as Owens, Marie Kruse, and the Barnes Importers. So when you're planning your spring garden, remember you can count on a colorful display six weeks after you set out the plants.

Gloxinias grow best as pot plants, usually in five-inch pots, although as the tubers grow from year to year, you'll have to increase the pot size. Tubers live ten to twenty years and may reach a four- or five-inch diameter. The bigger the tuber, the more flowers you get—also a slightly longer season of bloom.

Many people mistakenly think gloxinias are shade plants. Actually, they need direct sunlight (uncurtained south window) except in the heat of midsummer. Then direct exposure makes it impossible to maintain the moist atmosphere gloxinias must have, if the flowers and leaves are to reach the desired giant sizes shown at the right. The air temperature must never drop below 60° (they came from moist sub-tropics in Brazil). Good air circulation is (*Continued on page* 188)



New gloxinia Old type

If you want a change of pace in color . . .

Gloxinias aren't exactly new, but until recently they were seldom seen in America except in conservatories. Flowers were few, small, drab in color, and somewhat drooping. Plantsmen, notably Albert H. Buell in Connecticut, and Worth Brown in California, now have doubled flower size and created exciting new color combinations. Most spectacular are the giant flowered Buell hybrids, available this year for the first time. Photographed by Generoux at The Barnes Importers.





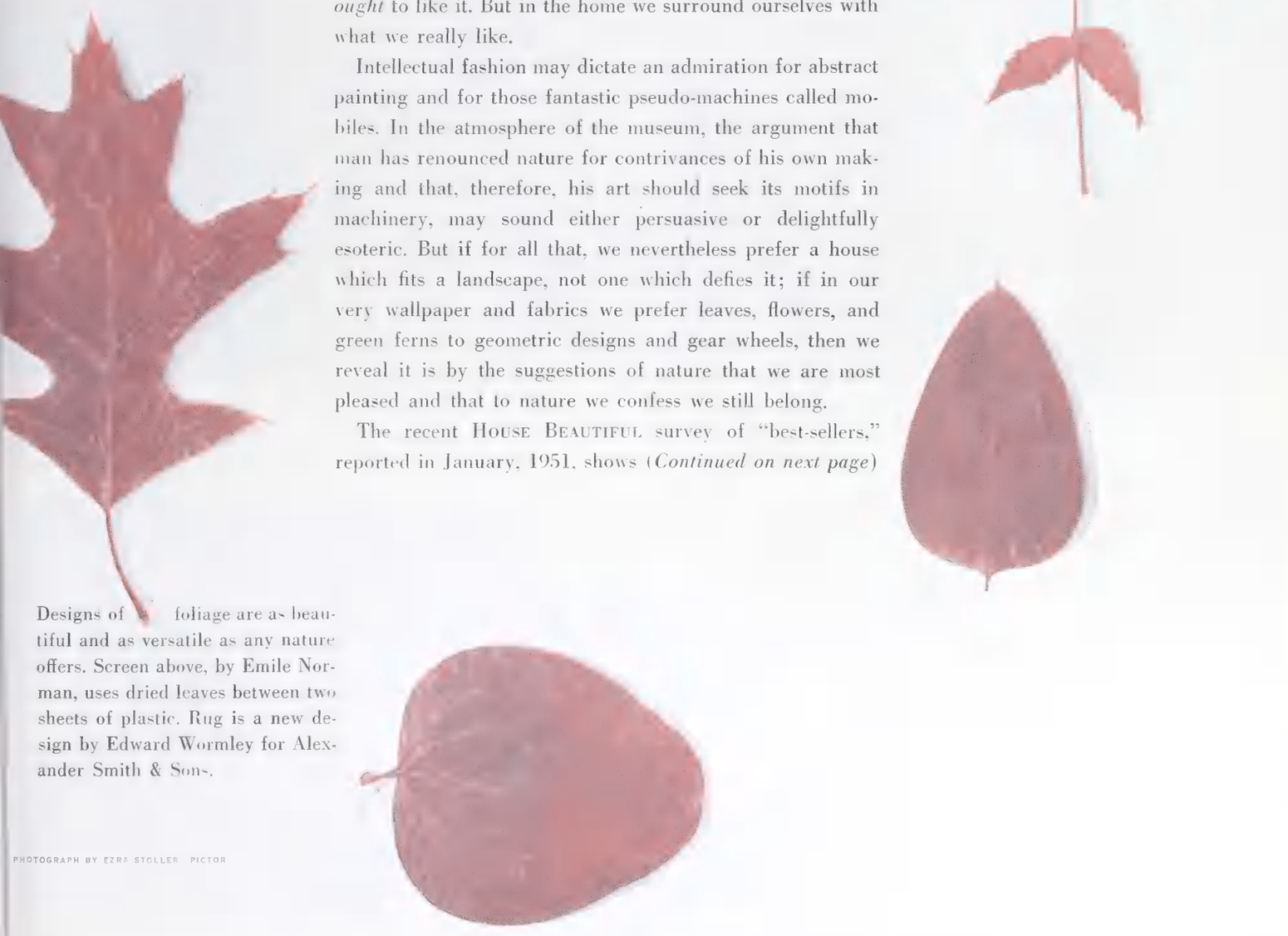
The American predilection for Naturalism as old as it is new

by Joseph Wood Krutch
Author of the new book "Great American Nature Writing"

Nothing reveals so much about a people as its art. And no art is so significant as that with which we choose to come in daily contact. At the museum or at the exhibit we admire what we think we like—sometimes because we have been persuaded against our better judgment that we *ought* to like it. But in the home we surround ourselves with what we really like.

Intellectual fashion may dictate an admiration for abstract painting and for those fantastic pseudo-machines called mobiles. In the atmosphere of the museum, the argument that man has renounced nature for contrivances of his own making and that, therefore, his art should seek its motifs in machinery, may sound either persuasive or delightfully esoteric. But if for all that, we nevertheless prefer a house which fits a landscape, not one which defies it; if in our very wallpaper and fabrics we prefer leaves, flowers, and green ferns to geometric designs and gear wheels, then we reveal it is by the suggestions of nature that we are most pleased and that to nature we confess we still belong.

The recent HOUSE BEAUTIFUL survey of "best-sellers," reported in January, 1951, shows (*Continued on next page*)



Designs of foliage are as beautiful and as versatile as any nature offers. Screen above, by Emile Norman, uses dried leaves between two sheets of plastic. Rug is a new design by Edward Wormley for Alexander Smith & Sons.

PHOTOGRAPH BY EZRA STOLLER PICTOR

The American predilection for Naturalism

(continued)

how deep and also how all-persuasive this preference is.

Architects and designers, perhaps even painters and sculptors, will do well to heed the lesson inherent in these facts. It has immediate and practical aspects for commerce. But it has even wider and deeper implications.

To me it means that Americans are making a choice as fateful as any that can be made. In every department of thought today, including sociology and politics, the grandest of all disputes is that between those who would manipulate man like a mechanism and those who would permit him to grow as an organism. Shall he be studied in terms of statistics or in terms of his living individuality? Should education and government pull the strings of a puppet or allow men to develop? Is it the machinery of society or the living spirit of the human being which ought to be the first of our concern? The question almost comes down to this: Is man an animal or a machine. And when art, especially domestic art, attempts to fly from nature, it becomes a sort of propaganda for a mechanistic conception of the universe.

If man is an animal, he may even have developed a soul. If he is a machine, he neither has nor can ever have one. A man or woman who puts on his bedroom wall something that looks like a dynamo is a step nearer to the totalitarian than the person who prefers a rebellious leaf or an expanding flower.

But man *is* an animal and not a machine.

It is strange that so obvious a fact should ever be forgotten, but forgotten it was—at least, by certain artists, certain critics and certain philosophers. In their odd view, pictures should be geometrical, sculpture should imitate the shapes of mechanical contrivances, and even houses should be "machines for living." (*Continued on page* 125)



Since we know how to control climate, we are free of the vagaries of nature and can enjoy its beauties

Technical improvements in heating, insulating, weather-stripping and glass are the key to our new love for the beauties of nature. This house embodies both these new attitudes: technical progress and the bringing of the outdoors into the rooms. Ceiling electrical heat is "Uskon," by U. S. Rubber Company.



House accommodates itself to sloping hill and tree

DRAPERY FABRIC, F. SCHUMACHER ■ CO.

With ferns growing outside, a fern-design drapery fabric helps indoors merge with outdoors

PHOTOGRAPHS BY STONE AND STECCATI



wall slides to merge indoors and out.



View from living room of woodland beyond.

Mr. and Mrs. A. M. Jongeneel
Owner

Frances Mihailoff of Robert Kasper
Designer

Francis Lockwood
Architect

FLOOR PLAN AND DETAILED INFORMATION ABOUT THIS HOUSE ON PAGE 128



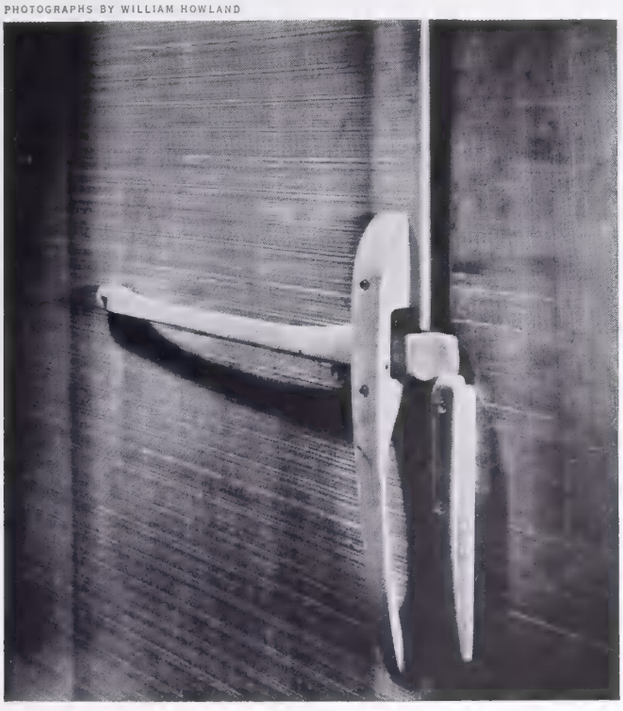
A taste for Naturalism produces

A new feeling for Materials

Inherent in the beauties of nature are the irregularities and textures that are present naturally in all materials. Here are designs by a sculptor who lets the intrinsic character of wood proclaim itself

By Mary Roche

PHOTOGRAPHS BY WILLIAM HOWLAND



Wood, stone, leather—each proclaims its innate character in Sculptor Wharton Esherick's studio, opposite. See the texture of undressed wood produced by the act of sawing on wall and ceiling boards. Floor pattern is created by random shapes of contrasting woods. Sculptured door latch above proves that the strictly functional can also be fine art.

Years ago when the world was just beginning to be awed by the wondrous accomplishments of the machine, America's great architect, Frank Lloyd Wright, was preaching a different gospel. Every material, he believed, had its own natural properties and should be used to bring out those characteristics. Every structure, he also said, should grow naturally, as a tree grows from its roots. The only proper use of the word nature, he claimed, was to indicate "the innate character of anything or everything." His philosophy has finally prevailed until, 50 years later, his values are widespread and accepted by millions of Americans, whether they realize it or not.

It is this pleasure in bringing out the innate character of materials that marks our widespread and modern preference for naturalism. It is the point of view that causes us to value materials for their own intrinsic aesthetic and sensory appeal. It helps us to appreciate the flecks of color in a rock, the pattern of the grain in a piece of plywood, or the starry lichen on the bark of a tree.

If you have this point of view, you will appreciate designs like these of Sculptor Wharton Esherick, who collects wood as an Indian prince might collect gems. For he lets the character of the material itself determine his design and his construction. Then he preserves its natural appearance with a minimum of finish. (*Continued on next page*)

A new feeling for Materials (continued)

TWO PHOTOGRAPHS BY WILLIAM HOWLAND



Curved supports of library steps express natural curved growth of wood from which they are cut. The whole piece becomes a decorative shape although designed primarily to be functional. Owner uses it also as an auxiliary server for afternoon tea.

This new emphasis on materials seems a logical reaction to the emphasis on techniques which goes back a couple of centuries. First it was the handcraft techniques. In the days of the great European cabinetmakers, people were mainly impressed with the luxury of the hand carving and the marquetry. In the Nineteenth Century the emphasis switched to machine techniques. Then people became fascinated with the machine's endless powers of imitation. But after the first quarter of this century they began to recognize that the real contribution of the machine technique was not imitation of handcraft but precision and regularity.

Now precision and regularity are fine things in their places. But a steady visual diet of mechanical lines and angles becomes tiresome. Since it wouldn't be practical to return to the handcrafts for most of our possessions, we have to create variety some other way. One way is to enliven the monotony of machine precision with the variations in materials. (We used to call these variations "irregularities.")

This new interest in materials for their own sake has also brought about a new appreciation of many materials that used to be thought quite ordinary. When the main emphasis was on techniques, materials were rated mainly according to the laws of economics. Whatever was rare and scarce was valuable. This meant whatever had to be carried across the oceans or carted through the wilderness. Few people bothered to focus long enough on what was plentiful and near at hand to see whether it was beautiful or not.

But with the progress of transportation, the rarity rating of a good many materials (*Continued on page* 130)



Three different kinds of hammer handles from lot bought at auction made supports for this chair, exhibited with other Esherick works at Bertha Schaefer Gallery.

PHOTOGRAPH BY LESLIE GILL



Sculptured stairway grows like a tree So closely has the sculptor followed lines of natural formation that stairway, hewn from solid logs, seems to be rooted in earth below floor. Yet main stem to floor above was removed from his studio for exhibit at World's Fair, and left branch to mezzanine added after its return.

Is your lawn getting you down?



DRAWINGS BY LEONARD SHORTALL

We know just how you feel. The grass is always greener in your neighbor's yard. He never seems to be bothered by crabgrass or brown spots and, while you are finishing your last stretch of mowing, he's winding up the first nine on the golf course. How does he do it—or what's more important—how can *you* do it?

In the first place, you must have an over-all program for your lawn that includes seeding, feeding, watering, weed control, and mowing. Don't wait for the weeds to come up and then try to control them. Don't wait until the ground is dry to do your watering. Stay one jump ahead of your lawn, instead of one jump behind, and most of the problems will never materialize.



The following suggestions show you how to have a better lawn—one as good as your neighbor's—with a minimum of work.

Seeding. If ever there was a time for careful use of grass seed, it is now. Good seed is expensive—at an all-time high. In spite of that, most people need invest no more. They should use fewer pounds.



Practically everyone wastes seed—mostly because it is put on by hand and entirely too heavily. It is no more feasible to scatter seed on the lawn by hand than it is to season food by throwing a handful of salt on it. If only bare spots need touching up, fix up a giant-size salt cellar by punching holes in the lid of a coffee can. Or fix up a tin mason jar lid the same way.



If an over-all seeding is needed, then be sure to use a spreader. If you do not wish to make the investment, rent one from your neighborhood garden store. Be sure the spreader can be calibrated for seed, but don't trust it until you check it. Put in just a few pounds of seed, then operate it over a paved area to see if the seed is coming out evenly and *sparingly*. The seed can be swept up and salvaged. Be sure it's not wasted.



Mowing. Why push a hand mower? Even in these times, good power mowers are available at around $100. One possibility for the smaller lawn is the newer electrical mower. It is quieter and less expensive, but has the inconvenience of the power cord and plug-in. Over the last few years, electric mowers have become quite popular in California and the Southwest and are seen in increasing numbers in the suburbs in other parts of the country.

Power mowers are made in the conventional reel-type, as well as in the rotary-scythe cutting blade. Some of the latter type use a series of small (*Continued on page* 194)



BIGELOW
Rugs – Carpets

Rhapsody

a Bigelow Masterweave

Luxury is a lot of different things . . . the sheen of a jeweled gold compact, a slender little pair of red sandals, the feel of a soft, rich carpet underfoot . . . the feel and the *looks* of this "Rhapsody" Masterweave.

Loomed in a wealth of exquisite colors: Cocoa Brown, Champagne, Dove Grey, Billiard Green, Silver Green. Made of finest aristocratic yarns, specially treated to stay "lively" and lovely. You just know "Rhapsody" *belongs* in beautiful homes.

Of course, it's a Bigelow, famous for beauty you can see . . . quality you can trust . . . since 1825.

Bigelow
Rugs and Carpets

ROSE CLASSIC

Hostess Set by LIBBEY GLASS





From the deft hand of designer Freda Diamond... matching stemware and tumblers. Satin-etch and 22k Gold decoration. Meant to be used together...with traditional or modern china. Rims defy chipping. Gift-boxed...(Brides will love it!)*

*"Safedge" Guarantee: "If the rim of a Libbey 'Safedge' glass ever chips, we'll replace it."

At leading stores everywhere.
Prices slightly higher in the South and West.

Any matching set, 8 of a kind, boxed
Stemware $5.50 Tumblers $3.50

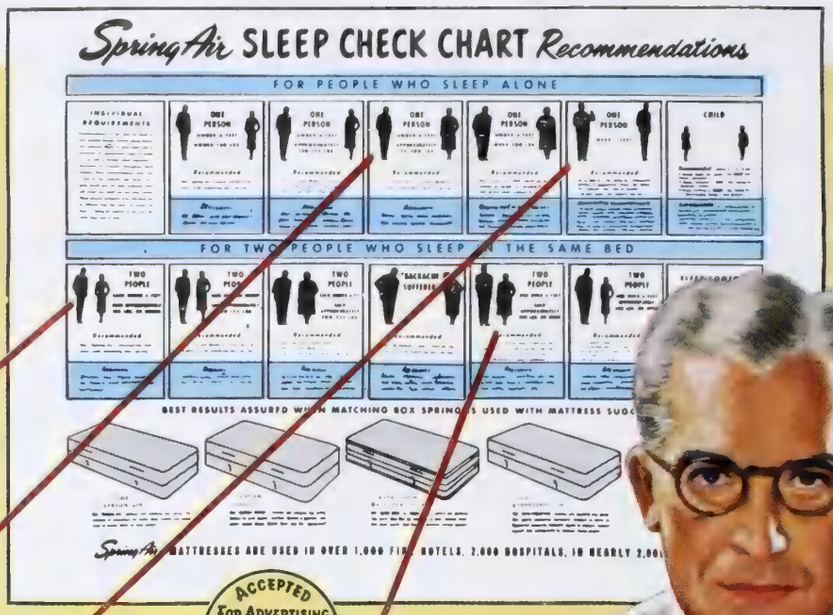


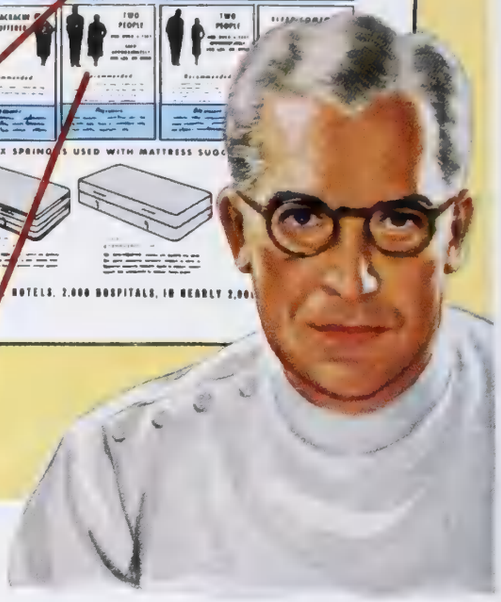
Copyright, 1951, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio


Traditionally the Finest
Just as many of the taste-tempting foods of Latin America have become familiar favorites in our country, so too has Miller High Life been selected and accepted as the beer of traditional quality by those who appreciate the finest. Today, more than ever, it's a mark of distinction to serve Miller High Life ...NATIONAL CHAMPION OF QUALITY. Brewed and bottled by the Miller Brewing Company ONLY...and ONLY in Milwaukee, Wisconsin.
TUNE IN! Lawrence Welk High Life Revue—ABC Network—Wednesdays, 9:00 PM, CST
HIGH LIFE
BEER
OLD ORIGINAL
Miller's
HIGH LIFE
The Champagne of Bottle Beer

Now! Sleep Comfort Assured

THROUGH SCIENTIFIC MATTRESS SELECTION





ACCEPTED FOR ADVERTISING IN PUBLICATIONS OF THE AMERICAN MEDICAL ASSOCIATION



YOUR OWN WEIGHT, SIZE AND SLEEP HABITS DETERMINE THE MATTRESS *BEST FOR YOU!*

For years you have bought clothes *to fit*. Now, for the first time, you can buy a *mattress* to fit! With the Spring-Air "Sleep Analyzer" and "Sleep Check Chart" you can select a mattress to fit *you* . . . A mattress that's right for *your* weight, *your* height, and *your* body type.

Spring-Air mattresses are scientifically built in varying degrees of *firmness*, to accomodate different sizes of people more comfortably. You can now select a mattress with the same care and good sense you use in buying a suit. You can be assured of individual sleep comfort . . . more *rest* from every sleeping hour . . . on a Spring-Air mattress that's "right" for *you*.

Your friendly Spring-Air dealer has the *Sleep Check Chart*, a mattress selection formula accepted for advertising in the Journals of the American Medical Association . . . and guaranteed to help *you* choose just the *right* mattress for individual sleep comfort!

Research among Doctors proves need for Sleep Check Chart

For years, doctors have recommended firmer mattresses for large or heavy persons, or for those suffering backache due to improper support. Research among doctors, and use experience in hospitals and hotels prove that *one* mattress firmness is NOT satisfactory for *all* body types. Typical of the reactions of doctors, a well-known physician recently wrote:

"In originating your personal 'Sleep Analyzer' and 'Sleep Check Chart' you have, in my opinion, made an important contribution to general health, efficiency and well being through greater sleep comfort. I am impressed with how easily and quickly one can now select specific mattresses needed to meet the varied physical requirements of different individuals."



Enjoy a New Rest Treatment . . .

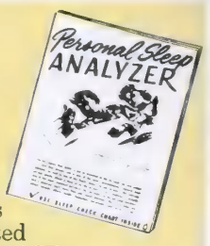
wake up Fresh as Spring Air

Whether you sleep alone—or two-in-a-bed—take advantage of this revolutionary, scientific mattress selection formula! Let your Spring-Air dealer help you choose the mattress you *need* to enjoy a new rest treatment . . . to "Wake up Fresh as Spring Air!"

Guaranteed by Good Housekeeping

Spring Air

Free! PERSONAL SLEEP ANALYZER



Ask your Spring-Air dealer, or write us for *your* free copy of the Spring-Air *Sleep Analyzer* . . . a revealing guide that helps you choose the type of mattress best suited to *you* and *your family!* Address SPRING-AIR COMPANY, HOLLAND, MICHIGAN, Dept. 307.

SPRING-AIR MATTRESSES ARE USED IN OVER 1000 FINE HOTELS, 2000 HOSPITALS, NEARLY TWO MILLION HOMES

THE AMERICAN PREDILECTION FOR NATURALISM

CONTINUED FROM PAGE 114

Now, however, HOUSE BEAUTI-'s survey of the public's taste ealed an encouraging truth. ericans refuse to be misled by entric and perhaps perverse ories. Following their own taste, osing merely what pleases them, y have discovered that they like at suggests the living world of ich men are a part—not that d world of contrivance which ains alien to our spirit, no mat- how much it may contribute ur convenience when it is prop- used.

Now it has been proved that we ericans like the colors of nature the shapes of nature. We want motifs of our designs to sug- t—even literally to reproduce— ural forms. We want our houses, matter how comfortable and venient, to be made of recog- ably natural materials, to let in light of the sun, and to fit a ural setting. We want, in a rd, to be reminded of and to a part of the natural world to ch we belong, rather than of mechanical world which we e found useful. We want to live a house, not to be confined to interior of a machine.

And who, one may ask, could iscover this healthy fact more opriately than Americans, who an by living closer to nature n the inhabitants of any other ntry of the Western world? ropeans may tend to think of in terms of "Yankee ingenuity." netimes we may think of our- selves in the same way. We remember that we gave to the world efficiency and mass production; that we are the supreme inventors of gadgets. But in the beginning, at least, we took a vast natural world for granted. We were pioneers and explorers as importantly as we were anything else. Even today we are an out-of-doors people and our literature has produced the greatest of the classics which celebrate the love of nature.

Indeed, no other theme has run so persistently through our best writing. In the Eighteenth Century, William Byrd, one of the first great Virginia gentlemen, left a wonderful account of his travels through his region. Audubon devoted his life to the birds; Bartram to the plants. In the classic age of New England, Emerson was a philosopher of nature, and Herman Melville sought an answer to the problem of evil, not in libraries, but on a whaling ship. Thoreau, who wrote what is certainly one of the two or three most widely read American books, was not only an apostle of nature, but the first of those into whose work came a note of warning. If Americans give up an understanding of the vast natural environment which they have inherited they will have lost their most precious possession, for which no wealth or power can possibly compensate.

Ever since Thoreau's time there has always been in American lit-

(*Continued on next page*)



PHOTOGRAPH BY DEAN STONE ■ HUGO STECCATI

• A taste for natural simplicity in living prompted Mr. and Mrs. Jongeneel to put the dining table in the kitchen. (See plan on page 128.) Here they enjoy frequent entertaining without servants, thanks to convenience of built-in barbecue and to pleasant natural surroundings seen through the glass walls and sliding doors.





Wash away garbage with the great new General Electric Disposall!

WANT TO FORGET you ever saw garbage . . . ever had to handle the unsanitary mess?

Like to turn on the cold water and wash it away—out of your home, out of your life? *You can!*

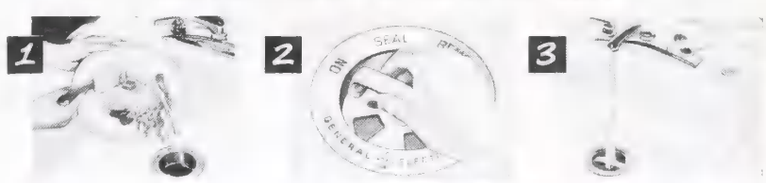
Let the great new G-E Disposall® go to work for you—shredding food waste into tiny particles, flushing it away to sewer or septic tank!

Designed to fit practically every sink, the all-new, all-white G-E Disposall has wonderfully improved features inside and out.

And it has refinements on those features that have already made the Disposall a favorite appliance in over a quarter of a million American homes.

Step into your dealer's today and see the great new G-E Disposall! General Electric Company, Bridgeport 2, Connecticut.

HERE'S ALL YOU DO WITH THE G-E DISPOSALL!



1. You just scrape food waste into drain opening.

2. Turn the marvelous Twistop safety control. The Twistop locks into place during operation. This great G-E feature is stopper, strainer and safety control all in one.

3. Simply turn on cold water. Instantly the General Electric Disposall goes into action—grinding food waste into tiny bits.

An amazing G-E flow switch insures the proper amount of "flushing water" to wash away all food waste.

You can put your confidence in—

GENERAL ELECTRIC



Glamorous wall of Satinol* *Flutex Glass carries daylight from entrance hall window to dining alcove. Architects: Gerson T. Hirsch and R. H. Rosenberg, New York.*®

PASS THE DAYLIGHT, PLEASE

See how a soft glow of daylight is passed across the table by this wall of translucent patterned glass. Here is glass as lovely as crystal. Here is privacy without the penalty of the darkness imposed by an opaque wall.

Just think of the places you'd like to have decorative Blue Ridge Patterned Glass! Perhaps in a panel beside the front door . . . or in the door itself. Maybe a wall between kitchen and breakfast alcove. Or a partition between bedroom and dressing room.

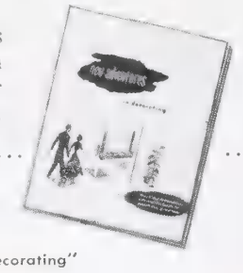
You never need to paint or paper a wall of Blue Ridge Patterned Glass. A gentle swish of a damp cloth will keep it sparkling clean.

Add its distinctive charm to your home. Choose from more than twenty lovely patterns . . . linear, textured, checkered.

Ask your L·O·F Distributor (he's listed in the yellow pages of your phone book) to show you these beautiful patterns of Blue Ridge Glass. Or mail the coupon shown below.

NEW ADVENTURES IN DECORATING

This illustrated book shows many ideas you can use to brighten every room with Blue Ridge *Patterned Glass.* For your copy, send 10c with coupon below.



Blue Ridge Sales Division
Libbey-Owens-Ford Glass Company
B-431 Nicholas Building, Toledo 3, Ohio

Enclosed find 10c for my copy of " New Adventures in Decorating"

Name (please print) _____

Address _____

City _____ State _____

BLUE RIDGE
Patterned GLASS
LOF GLASS

THE AMERICAN PREDILECTION FOR NATURALISM

CONTINUED FROM PRECEDING PAGE

erature some outstanding writer who carried on both the celebration of American nature and the plea that it should not be forgotten. In turn, John Muir, John Burroughs, Ernest Thompson-Seton, and their followers raised popular voices which were somehow always heard, and they stirred something in the background of the public consciousness even when the current of events seemed to be running strongly against them.

For several generations Americans have been telling themselves that this is the age of the machine and that America leads the world in mechanization. Yet somehow we have managed, at the same time, to set up the most extensive park and conservation programs in the world. And, almost as though we were not aware of the reason, we have taken increasingly to living in the country or the suburbs whenever we could.

We have, in other words, been most happy when we have kept some contact with the natural world to which we have been irresistibly drawn.

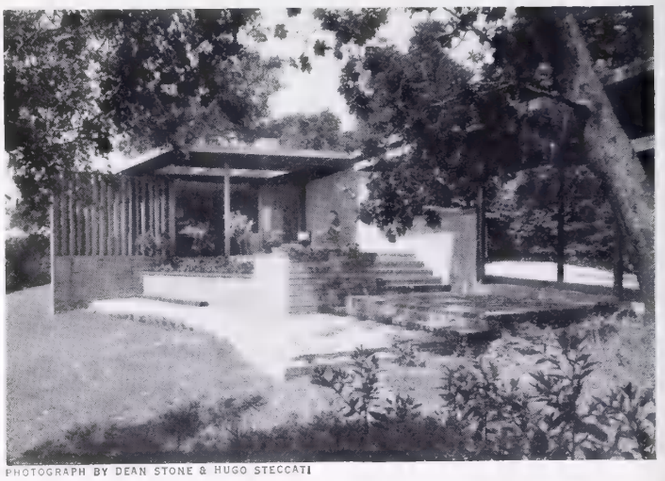
Perhaps it is not without significance that the cult of abstract design and the theory that man is now prepared to renounce nature so completely that he does not want even to be reminded of it in art, came originally from Europe, not from America. Perhaps it is really only a passing phase of romanticism born in countries temporarily fascinated by the exotic mystery of machinery in the development of which a remote new country was eagerly taking the lead.

France, always prolific in new and eccentric aesthetic theories, took up abstract design as it took up African sculpture. Russia, mechanically the most backward of the important European nations, went furthest in the worship of the machine because she knew least about it. And perhaps America, to whom the machine came naturally, is the country most likely to understand its place and its limitations, most likely, therefore, to lead the taste of the world back to that naturalism from which it has been seduced.

All art, pure or applied, is an expression of a delight in, and a love for, something in our experience. It is a way of saying that this thing seen, or heard, or felt is something which we should like to make permanent, to hold to, to live with. No matter how far we may depart from literal representation, the reason for the departure is the desire to represent what seems to us the essential quality, the very soul of the thing experienced and loved.

Art is a form of worship and it shows where our heart is. The motifs which it chooses reveal what it is with which we feel ourselves kin. If we prefer colors and shapes which suggest nothing except man-made things, that means that we have renounced kinship with the rest of the universe and chosen to forget our origins. In the end it comes down to the assumption that what we have invented is superior to that All of which we are a part, and was invented before us.

(*Continued on page* 128)

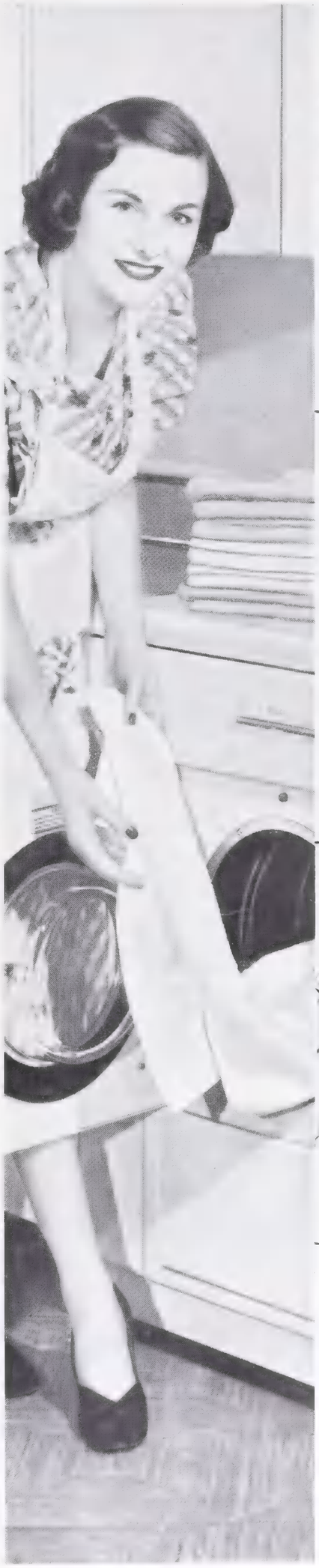


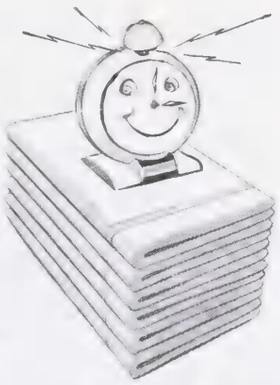
PHOTOGRAPH BY DEAN STONE & HUGO STECCATI

■ The natural setting of this house was disturbed as little as possible in order to preserve the wild plants and trees and the natural slope of the ground. At night, oak trees are floodlighted and window hangings left open. Additional planting was kept simple so that house could be closed for a month's fishing trip with no ill effects.

now! clothes dried faster than you can wash 'em!

by GAS, of course... because GAS is fast!





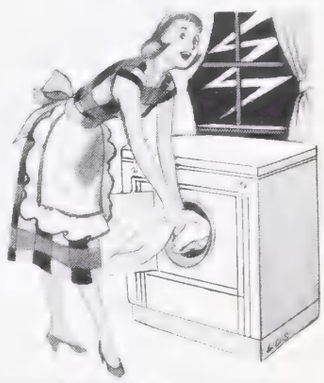
FASTER than any other automatic clothes dryer. Lightweight fabrics are ready to iron in 15 minutes . . . completely dry in 20! As for the old haul-hang-and-pin routine . . . a Gas clothes dryer is 15 times faster!



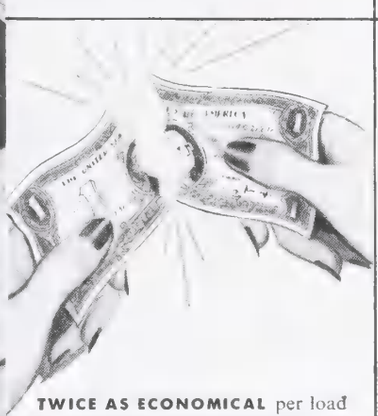
LESS IRONING...EASIER IRONING No sprinkling! A Gas clothes dryer damp-dries just right for faster ironing. Towels, cotton-knits, sheets come out so fluffy and unwrinkled you don't have to iron them at all!



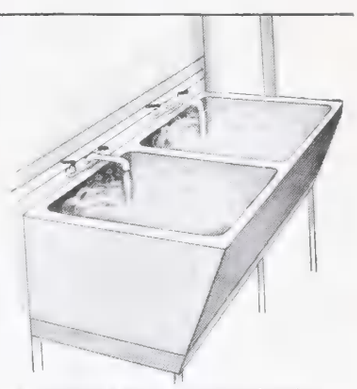
SAFER . . . MORE SANITARY Gas dryers don't over-dry and weaken fibres. Sweeten and purify more thoroughly than sunshine . . . without any of the dangers of sun fading, clothespin rips or airborne germs.



NO WEATHER WORRIES! Icy fingers, mud-splattered sheets, laundry mildewing in the basement—you'll never have 'em again! With an automatic Gas dryer you can wash any day in the year! Even at *night* if you want to.



TWICE AS ECONOMICAL per load as any other automatic dryer. Far less costly to install. And you don't have to have so many linens and children's clothes. Because a Gas dryer makes it easy to wash more often.



3 TIMES FASTER for water-heating, too. That's Gas, the only fuel fast enough to keep up with the hot water needs of an automatic washer, yet *flexible* enough to give you the *right* temperature water for every job.

WHY WAIT?

See the new automatic GAS clothes dryers at your GAS company or appliance store, today!

Gas has got it

for modern
cooking
refrigeration
water-heating

house-heating
air-conditioning
clothes-drying
incineration

AMERICAN GAS ASSOCIATION

The real question is: Can you afford not to?



OF ALL THINGS in life for which you could spend $1285,* how many will fill every year with pleasure?

The Hammond Organ will.

This instrument gives you more than music: it gives you a very personal way to relax, forget the tensions of your world, and enjoy yourself.

You create your own music on the Hammond Organ: warm, colorful, bold, quiet, simple, rich. Music to fit your mood and renew you for your role in life. All the sounds of great music — from the whisper of strings to the boast of the brasses — leap to life beneath your fingertips.

You needn't know a note

You, yourself, without ever having had a lesson, can learn to play simple but effective music on the Hammond Organ in less than a month. Thousands have already done it.

You enrich your family life, too

When a Hammond Organ comes into a home, the family builds its fun around it.

It can stimulate your children's interest in music. It can be the basis of a rewarding lifetime hobby or a rich career for your boy or girl. It can help you fill *your* leisure hours.

A space four feet square is large enough

Your home can be modest; large or small, you'll find a model of the Hammond Organ to fit it. There is no installation: you simply plug the Hammond Organ into an electrical outlet and it's ready to play.

Maintenance costs? Forget them. This is the only organ in the world that never needs tuning,† requires minimum maintenance.

Why not think this one through?

Weigh the pros and cons of buying a Hammond Organ. Compare it with what you can get with the same money anywhere else.

Then, when you understand that to own a Hammond Organ is to own a lifetime of pleasure, answer the real question: Can you afford *not* to?

See and hear the world's most widely used organ in homes and churches, at your local dealer this week. For more information, mail the coupon.



ABOVE: Home Model Hammond Organ, used in more homes than any other organ. Hammond Organ prices start at $1285* for the Spinet Model (not illustrated above).

PRICES START AT JUST **$1285*** FOR THE SPINET MODEL

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE



CHURCH MODEL, used in some 20,000 churches.

Concert Model has 32-note AGO pedal keyboard and an additional †Pedal Solo Unit, tunable to preference by the organist.

*f. o. b. Chicago.

Hammond Instrument Company
4209 W. Diversey Ave., Chicago 39, Illinois

Without obligation, please send me information on the following Hammond Organ models:

☐ Spinet Model ☐ Church Model
☐ Home Model ☐ Concert Model

Name .....

Street .....

City ..... P.O. Zone ..... State .....

© 1951 HAMMOND INSTRUMENT COMPANY

THE AMERICAN PREDILECTION FOR NATURALISM

CONTINUED FROM PAGE 126

What this trend of American taste really means is that Americans have not really broken as completely, as is sometimes assumed, with that past which the history of their habits and of their arts reveals. It means that they want to be reminded (not taught to forget) that even the most inveterate city dweller has more important spiritual connections with *the world which grows* than with *the world which is constructed.*

Perhaps it means even that in the decoration of his home he is confessing his conviction that "God made the country and man made the town." Or, if that seems too simple, then at least that he is expressing his desire to be reminded of what the town has sacrificed. Nature, he is saying, is not something to be cleaned up, cleared away, and forgotten. It is the great source of that beauty which adorns the most ambitious of our creations. To its forms and colors we respond because it is the thing of which we are a part. "Nature," said Sir Thomas Browne 300 years ago, "is the art of God." And God invented a better basic style than any man has ever tried to substitute for it.

A Case History in Naturalism

The house shown on pages 116 and 119 typifies our growing preference for naturalism in color, texture, and design. The following furnishings and materials contributed to the over-all effect:

Structure: "Aggrelite" concrete block, Aggrelite Co., Oakland 12, Calif. "Dehydratine" concrete hardener, A. C. Horn Co., Long Island City, N. Y.

Roofing: Tar and gravel, Johns-Manville, New York 16, N. Y.

Flashing and metal work: Galvanized iron gutters, windows, door and wall flashing, Armco Steel Corp., Middletown, Ohio.

Windows: Wood casement sash and wood louvers for ventilation, Van Houten and Brick, Santa Cruz, California.

Glass: Polished plate glass, Pittsburgh Plate Glass Co., Pittsburgh, Pa. Obscure glass, Blue Ridge Glass Corp., Kingsport, Tenn.

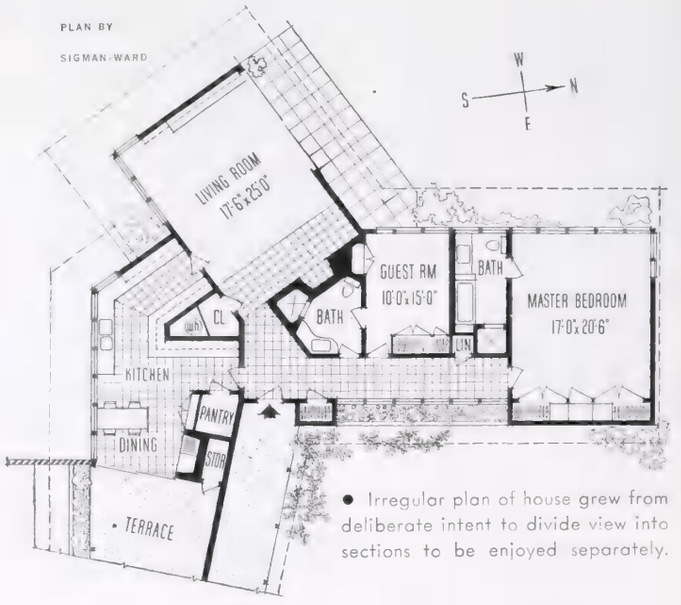
Screens: Chase Brass and Copper Co., Inc., Waterbury, Conn.

Doors: Slab doors covered with redwood, fir, and birch veneer, Pacific Manufacturing Co., Santa Clara, Calif.

Door hardware: Schlage Lock Co., San Francisco, Calif.

Sliding-door hardware: Richard Wilcox Co., Aurora, Ill.

Paint: Creosote oil bleach, Samuel



• Irregular plan of house grew from deliberate intent to divide view into sections to be enjoyed separately.

bot, Inc., Boston, Mass. Paint in ing room and bedrooms, Pitts-rgh Paint Div., Pittsburgh Plate ass Company, Pittsburgh, Pa.

eatherstrip: Chamberlin Co. of nerica, Detroit, Mich.

nish flooring: "Kencork" in kit-en, Kentile, Inc., Brooklyn, N. Y. Kraftile" in hall and living room, raft Tile Co., Niles, Calif.

rdware: Kitchen cabinet hard-re, American Cabinet Hardware ., Rockford, Illinois.

umbing fixtures: Crane Com-ny, Chicago, Illinois.

eating: "Uskon" electric radiant ling panel, U. S. Rubber Co., w York, N. Y.

ating insulation: Johns-Man-le, New York, N. Y.

ghting: Fluorescent, General ectric Co., Cleveland, Ohio. ish ceiling lights, Pryne and ., Inc., Pomona, Calif.

ectrical wiring: Armored cable, neral Electric Co., Bridgeport, nn. Circuit breakers, Trumbull Electric Co., Plainville, Conn. Switches and outlets, Bryant Electric Co., Bridgeport, Conn.

Interiors

Living room: Willow green Seamloc carpeting, Goodall Fabrics, Inc., New York, N. Y. Two open armchairs designed by T. S. Robsjohn-Gibbings. Widdicomb Furniture Co., Grand Rapids, Mich.

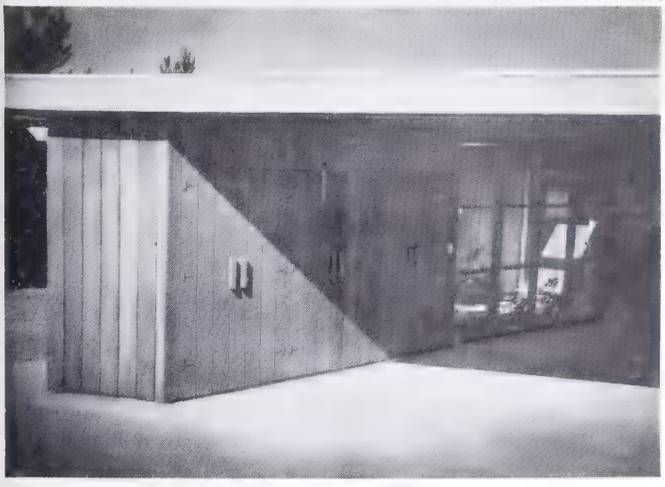
Master bedroom: Absynthe green all-over loop rug, Rugcrofters, Inc., New York, N. Y. Textured bedspread fabric for two twin-size beds, Howard and Schaffer, New York, N. Y. Drapery fabric is "double-exposure" design printed on wool twill. F. Schumacher & Company, New York.

Kitchen equipment: Dishwasher, Hot-Point, Inc., Chicago, Ill. Garbage disposal, General Electric Co., Schenectady, N.Y. "Frigidaire" refrigerator, General Motors, Dayton, Ohio. Built-in stove, Thermador Electrical Manufacturing Co., Los Angeles, Calif. Countertops, The Formica Co., Cincinnati, Ohio.

Laundry: Washing machine, Bendix Home Appliances, Inc., South Bend, Indiana.

Plan a special center for garden tools

PHOTOGRAPH BY MAYNARD PARKER



■ Garden tools won't last long if they are heaped carelessly in the garage. Build a special center for this equipment. Provide a place for your power mower and other large tools. Have racks on the doors for all hand tools. Build shelves for garden chemicals (out of children's reach). Keep plant food and peat in an assigned storage space.

A PACKAGE OF COMFORT



For Your Home

If ever comfort can be said to be packaged, here it is . . . in the beautifully styled, green casing of a Waterbury furnace or winter air conditioner. And to make your choice easy, Waterburys are available in a wide range of sizes and fuel types *including the one right unit for your home.* Each one conforms to the highest standards of design and heating craftsmanship. What's more, recognizing that the right unit is just as important as the right manufacturer, the services of your factory-trained Waterbury dealer are at your disposal. Let him help you to select the package of comfort that your home deserves.

Waterbury

FURNACES—AIR CONDITIONERS

OVER 44 YEARS OF WARM AIR HEATING

There's a Waterbury for every size home and every type of fuel

Most Waterbury oil-fired units are equipped with the famous Sundstrand burner.

Ask your Authorized Waterbury Dealer about his easy budget payment plan.

THE WATERMAN WATERBURY CO.

1134 Jackson Street N. E. • Minneapolis 13, Minnesota

Please send me the new heating guide "It's So Important" and the complete folder of Waterbury units—also the name of my nearest Waterbury dealer.

NAME_____

STREET OR RFD_____

CITY_____ ZONE____ STATE_____

"It's What's Under the Casing that Counts"



THE CLIFT
No. 7953

The Appeal of Strahan Wallpaper

..makes people say these are such "livable" papers. It stems from unusual character in designs and colors, from richness of texture, inviting warmth and charm...the qualities that make a house a *home*. Strahan's superb collection gives you wide choice... in colors from subtle to vivid...in stripes, florals, plaids, scenics, geometrics – everything your heart desires...for adding appeal to any type of decor. Ask your dealer or decorator to show you wallpapers by

Thomas STRAHAN Company

Makers of **FINE WALLPAPERS** *since 1886*

CHELSEA, MASSACHUSETTS

Showrooms at 417 Fifth Ave., New York 16 • Merchandise Mart, Room 1322, Chicago 54

A NEW FEELING FOR MATERIALS

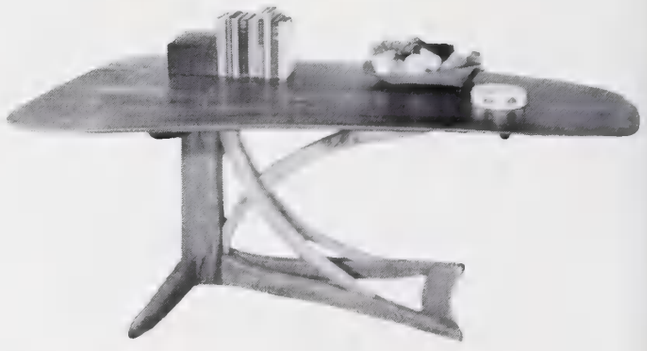
CONTINUED FROM PAGE 118

dropped considerably. Rarity is still valued, but on a one-of-a-kind basis, rather than a pure dollars-and-cents basis. When we begin to focus on the uniqueness of the material itself, we turn from economic rarities to Nature, who never makes the same pattern twice.

As a result we are beginning to see new values in materials which were once considered unworthy of our attention.

See how this change in attitudes has changed our approach to woods. Cherry for a good 75 years has been used for the most part in imitation of mahogany. It has been dyed dar brown (which isn't the natural col of mahogany either) for so lon that most people began to think grew that way. No wonder th didn't recognize it when it turne up in its natural tawny tone in r cent collections of furniture.

Sap streaks—the variations color revealing the path of sap u the outside of the tree trunk—wer once considered blemishes in lu ber destined for fine cabinetwor Now, designer Edward Wormle makes the sap streaks in walnut essential part of the design of h



• The natural shapes of walnut boards and the chance curves of cherry wood are deliberately revealed in this table by Esherick. Sculptured edge of top harmonizes with natural structure.

PHOTOGRAPHS BY WILLIAM HOWLAND



• Naturalism in design can be even more elegant than artificial splendor. Each step of this stairway is a solid block of white pine, finished naturally so dark spots in wood form natural decoration. Stair carpeting is unnecessary since footsteps make a pleasantly "dead" sound instead of the reverberating clatter produced by hollow box-type stairs.

ong John" coffee table. Gumwood wood is another Plain-Jane ma-ial that used to be reserved for w-cost houses where walls were be painted or papered. But today chitects use it in a natural finish, aying up as a decorative asset the ld dark streaks that shoot through pale creamy surface.

There's no use denying that nat-alism, carried to the point of imate perfection, can be an ex-nsive business. An architect de-ning a custom-built house, or a signer creating custom-made rniture, can play up the beauty of tural irregularities in wood by ting the material itself deter-ne the design. But obviously this uld not work for quantity pro-ction—even limited quantity. us handmade furniture like harton Esherick's has a one-of-a-nd rarity that makes it a work of rather than mere furnishings. If e sculptor wants to make a curved pport for a table, he hews it out an apple bough acquired many ars ago because it had *grown* in beautiful curve. The table top y be free form, not as a result of bitrary design, but because that the natural shape of the boards.

VEN a small manufacturer could not attempt that kind of perfec-nism. Nevertheless, the innate aracter of the material may be al-wed to proclaim itself even in fac-y-made furniture. Here's how you cognize it: If made of wood, none the parts will be cut with the ek geometric precision that prop-ly belongs to metal. (Or if made metal, they will not be shaped or lored to look like wood.) It will finished in a tone close to the tural color of the wood, neither astically bleached nor severely ed. If the wood has an open ain, it will be allowed to show rough the finish—not filled to a assy smoothness, then masked with veral coats of glossy varnish. (A iformly smooth, hard surface is *tural* to plate glass, copper, ainless steel, and some of the minated plastics—almost never to ood.) If some of the parts are ade of plywood or laminated sec-ons of wood, the striped edges ay be treated as decoration in-ead of being concealed with a ip of veneer to make you think ey are made of solid wood.

Naturalism in materials leads logically to naturalism in construction. You might rivet two pieces of metal together but you wouldn't do that to wood, any more than you would try to join metal by dovetailing. These are absurd extremes intended only to illustrate that certain methods of construction are natural to certain materials. But when appropriate methods are used for logical purposes there is no need to conceal their mechanics. Thus in handmade furniture, construction details such as dovetailing and mortise-and-tenon joints are frequently left exposed and become decorative motifs. While this is not always feasible in factory-made furniture, it *is* feasible to limit the supporting members of a piece to those which actually support, rather than dressing up a design with superfluous parts which only *look* as if they performed a function.

IF YOU appreciate naturalism in wood and furniture, you will respond likewise to expressions of the innate character of other materials. The fuzzy surface and soft feel of raw silk hangings will seem far richer than the smooth, regular folds of the most luxurious satin. Natural stonework with its random pattern and varying textures and shading will be like a living thing compared to the dead, uniform surface of concrete. The rugged nutty tones of natural leather will seem warmer than the delicate pastels. Woven hickory splits, bamboo, driftwood, unglazed terra cotta, rush matting—all the materials that are produced with a minimum of finishing process will compete for your affections with the sleek, highly "manufactured" stuffs like steel, glass, and plastics. These also have their innate characters which will be revealed naturally, not forced into imitations of things which they are not.

Inevitably, naturalism in architecture and decoration will have an easy, informal look. But don't confuse this with mere rusticity. For natural design is neither crude nor primitive. The more you study nature and the subtleties of natural materials and natural construction, the more you are inclined to say with Emerson: "Henceforth I shall be hard to please. . . . I am grown expensive, and sophisticated."





Compare!

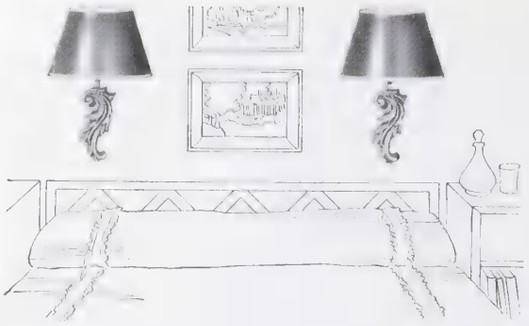
Now! Permaglas costs no more than ordinary water heaters!

Surprising as it seems—it's true! *Permaglas* with its built-in protection against tank rust and corrosion now costs no more than ordinary water heaters. Mass production savings, passed on to you by A. O. Smith—builders of more than a million water heaters—make possible this big value news!

Now there's no reason to settle for less than the *finest* automatic hot water service in your home! Enjoy all the sparkling-clean hot water you want for bathing, shaving, dishes and laundry—with never a trace of tank rust! *Permaglas* has the famous tank of glass-surfaced steel plus patented *Ceramitron* Construction. Can't rust because glass can't rust! To be sure you get automatic water heating at its *finest*—be sure you get *Permaglas!*

A.O.Smith
AUTOMATIC GAS WATER HEATERS

See your A. O. Smith Dealer now—or write for FREE "inside story" by Don Herold! A. O. Smith Corp., Water Heater Division, Kankakee, Ill.
Licensee in Canada: John Inglis Co., Ltd.



Baroque and modern! Carved scroll design in cast metal. New decorator colors. Delicately antiqued. Approximately $12.00 the pair.



French Provincial, featuring gold laurel leaf design. In antiqued maroon, grey, or blue. Approximately $10.00.

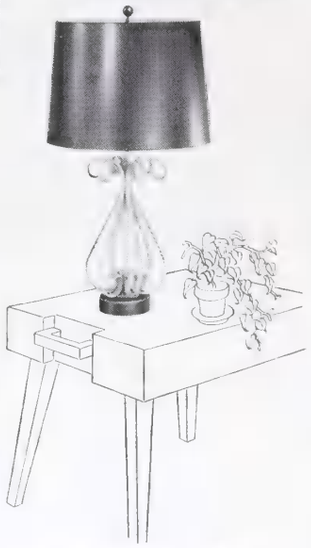
decorative and compelling VALUES

LAMPS and SHADES *by* Verplex

So becoming, so thoroughly gratifying — fashion, decor, echoes of smart styling for your every room at home.



Graceful wrought iron in distinctive styling. Decorator color combinations of tan and terra cotta, or chartreuse and green. Approximately $20.00.



Indoors or outdoors — an ever-so-practical magazine rack floor lamp in wrought iron. Verdi green, or white. Approximately $10.00.



TEMPTINGLY PRICED AT LEADING DEPARTMENT STORES— AND WHEREVER BETTER LAMPS AND SHADES ARE SOLD

THE Verplex COMPANY
at Essex, Connecticut

VERPLEX LAMPS SHADES VERPLEX

YOU CAN EAT YOUR CAKE AND HAVE IT, TOO!

CONTINUED FROM PAGE 95



• To scotch the Modernist argument that 18th-Century furniture presupposes you live like Samuel Johnson, this chest-on-chest realistically assumes clothes storage space is tight. Behind its swirl mahogany doors, it hides tape-measured shirt-and-underwear trays and a pull-out mirror, all adding up to a built-in masculine dressing room. It's a candidate for a bedroom, a one-room apartment, or a sitting-guest room, proving that the ability of one piece of furniture to cope easily with a variety of modern living problems is not limited to the style called Modern.

PHOTOGRAPHS BY BILL JACKSON





• Would you believe you could serve a sit-down dinner on a lamp table? Sounds incredible, but this traditional-looking drum table, 38" in diameter and 29" high, separates to take three extra leaves, becoming 77" long in the process. Legs drop down to support this extension. It's a natural dining table solution for close-quarter dwellers, but it would also provide commodious working surface in a sitting room which must double on occasion for a sewing room. The long oval shape makes it a fine buffet supper table, too.



Copyright, The Mersman Bros. Corporation

The Costume Jewelry of the Home... **Mersman Tables**

Jeweled brilliance at your ears. Gleaming pendant at your throat. Accents that lend sparkle to a lovely lady. Equally charming, those jewel-like accents in precious wood — the Mersman Tables that impart lustrous beauty to your home. Dress and highlight *every* room with Mersman Tables — the Costume Jewelry of the Home.

MERSMAN TABLES

THE MERSMAN BROS. CORPORATION, CELINA, OHIO



One last bit of advice to girls who really know men!

YOU KNOW how careless and thoughtless men sometimes are . . . the little fellows, especially.

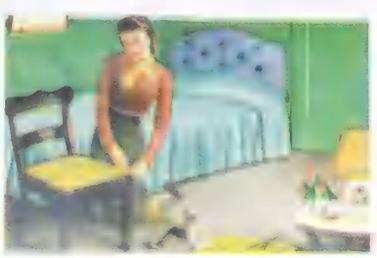
So the furniture you buy must be able to look well after many a hard battle with jelly and jam, grit and gravy, dirt and dust, Scotch and soda, and even muddy shoes.

Not only look well, but clean easily and be reasonable in price. *Very reasonable.*

So, ask your furniture dealer to show you furniture covered with that amazing all-plastic material, Boltaflex. For newlyweds whose hard-earned pennies are as scarce as their housekeeping problems are many, it is the most joyful and exciting home furnishing news in many years.

Boltaflex combines rich appearance and "feel" with long-wearing and easy-cleaning features.

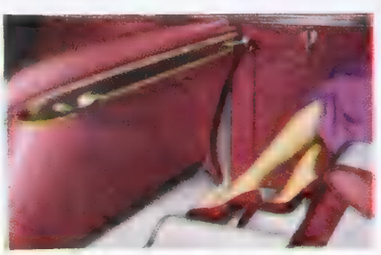
It comes in a fabulous range of decorator colors and patterns . . . won't chip or peel . . . resists scuffing, staining and fading. The finest furniture stores and upholstering shops everywhere carry beautiful Boltaflex and Boltaflex-covered furniture. For further information and descriptive literature, write to Dept. H-3, BOLTA PRODUCTS SALES, INC., LAWRENCE, MASSACHUSETTS.



Now! You can do your own home decorating with lightweight Boltaflex. Cover chair seats and tired furniture, shelves, headboards, bookcases simply and beautifully with rich, luxurious, washable Boltaflex.



Children and adults alike go for inflatables with the high glossy finish that won't wear off. Life rafts, beach balls, teddy bears, play pools, rocking horses, and many other items in bright, lively Boltaflex.



Seat covers trimmed with rich, electronically quilted Boltaflex add new decorative beauty to car interiors. When buying seat covers be sure you ask for long-wearing, washable, colorful Boltaflex.



Boltaflex* means Covered with lasting Beauty

*ALL-PLASTIC MATERIAL

Take It Easy, Lady!

To really free yourself from slavery to housework, take advantage of new and efficient labor-saving equipment

By Charlotte Conway



t's really something when you can do your cooking exactly *where* you want to do it. You can build-in the new Western Holly gas cooking top and oven in cabinets, table tops, and at the height most omfortable, in whatever area of the kitchen seems most convenient. ooking top and oven can be adjacent or widely separated, accordng to your preference. The cooking top has four burners set in stainss steel. The oven is a generous 18" wide and works automatically. hanks to electric Minute Master timer, automatic cooking clock.



f you think it's expensive to run a gas ryer, remember that he gas consumed is bout the same as that om two top burners f a gas range (any ind of gas—natural, anufactured or botled). At least, that's true of the Bendix gas dryer. You can exhaust eat, lint, and moisture outdoors if you want to, even if dryer is inalled on inside wall, near a window, upstairs or down. A powerful lower system makes this possible. Dryer also has germicidal Sunonic lamp. Now you can put away the clothes basket, once and for all.

(*Continued on next page*)

BETTER Coffee THE MODERN WAY Automatically



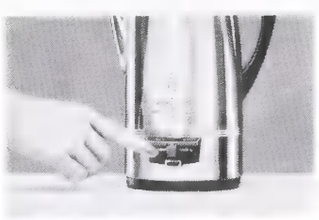
MAKES 8 FULL CUPS

UNIVERSAL Coffeematic

with the exclusive Flavor-Selector

FOR PERFECT COFFEE EVERY TIME, choose Coffeematic. Just set it and forget it! Select the strength you want, and Coffeematic takes over . . . automatically brews coffee to correct strength and signals when done. Your coffee stays hot, too, cup after cup at perfect serving temperature without increasing strength. And remember, Coffeematic has no bowls or extra cumbersome parts to remove.

Yes, for features, for flavor and quality of the brew . . . for its completely automatic action, the Universal Coffeematic is *America's Favorite Coffeemaker.*



NO GUESSING—NO WATCHING

Flavor-Selector *automatically* assures correct strength . . . Mild Medium or Strong. Just set it and forget it—the Redi-Lite will come on when coffee is ready to pour.



NO REHEATING—NO DRIPPING

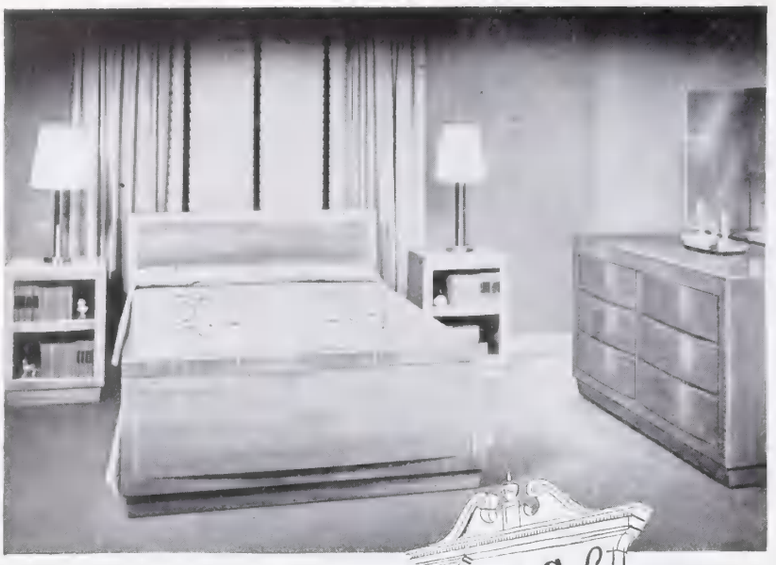
Heat-Sentinel *automatically* reduces current when brewing stops. Keeps coffee "just right" 'til poured. The Non-Drip Spout is designed to prevent splashing or dripping.

REPLACEMENT OR A REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Copyright, 1951, Landers, Frary & Clark



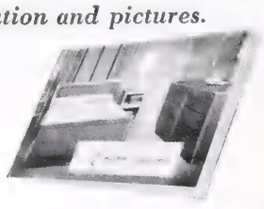
try these **FIFTY** **INTERIORS** for your home



See how furniture will look in your home by browsing through some fifty individual bedrooms and dining rooms in an RWAY showroom.

Shop and compare. No obligation. Purchases may be arranged only through authorized RWAY dealers.

Send 25¢ to RWAY Furniture Co., Sheboygan, Wisconsin, for a copy of "Create Charm in Your Home" . . . 44 pages of information and pictures.



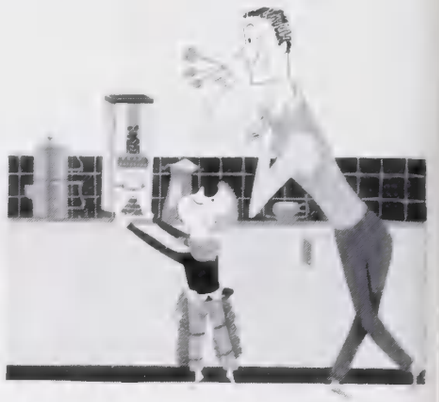
RWAY FURNITURE ® ...to create charm in your home

For years known as NORTHERN FURNITURE

Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Kansas City, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Sheboygan.

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



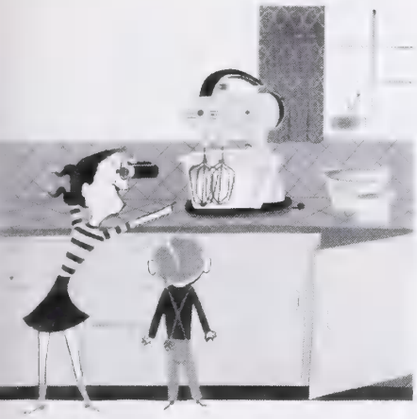
Many people fancy themselves as coffee connoisseurs, are great at boasting about the "best cup of coffee" at home or abroad. And many claim the only way to get this "best" cup is to use freshly ground coffee. That's easy with the Cory electric coffee grinder. Put the beans in the top, turn the switch and grind just enough for your immediate needs, measured with the little glass designed for the purpose. There is no spilling of loose grounds on the counter or floor.



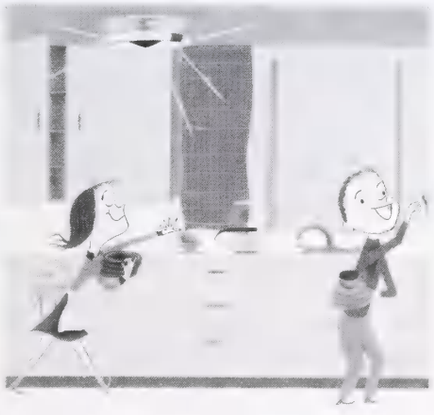
When you can open a dishwasher at the front, load it from the top, and still have unbroken counters above to work on, that's news. And General Electric has made it for you. Their new dishwasher slides from under counter on rollers. You can load it with 100 pieces of china, glass, silver—with no back-breaking stooping. Turn control, and, without any more attention, dishes are washed, double-rinsed, and dried by fan-circulated air passing over a heating element. The whole process takes only about 30 minutes.



If you're one who likes to experiment with new food delicacies of all sorts, and do it the easy way, then the new Dormeyer blender is for you. It's particularly good for whipping up all kinds of healthy vegetable drinks, but that's only the beginning. You'll find it useful when making soups, icings, gravies and anything requiring shredding, grinding, whipping, beating, churning, mixing, grating, or pulverizing. Works on either AC or DC current.



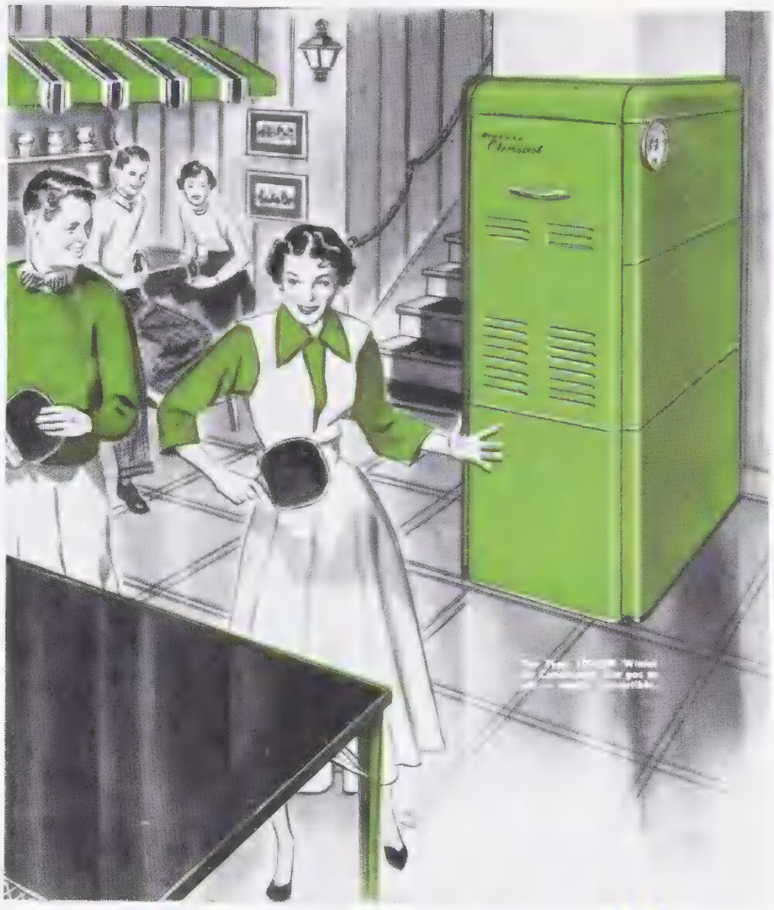
Would you make more cakes if you could make them faster? On the new Sunbeam Mixmaster the beaters are larger than before, are designed to fit contours of heat-resistant glass bowls, and bowls themselves are bigger. It is practically impossible for any of the batter to escape a good mixing. You can cut down on motions, too, with this mixer, because you don't need to change the turntable when you change from large bowl to small. Just shift a lever at back; beaters shift, too. A nylon button keeps bowl, beater speeds uniform.



Has your kitchen a blind spot? And do you grope your way from one chore to another? Don't do it any more! Sylvania has a new circular fluorescent lighting fixture that is just the ticket for kitchens. It is finished in baked white enamel, like the rest of the kitchen equipment, and has an aluminum reflector to distribute the light where you need it, without glare. What's more, it's easy to install in any type of outlet box. Your electrician can put it up quickly and inexpensively. Best of all, light starts instantly.



We're sure you don't want your family to go hungry, and they can't, if you have a Caloric gas range like this one. It has 2 big ovens, 2 big broilers, and 6 burners, yet range is standard 40" wide. What's more, all the family can see what's cooking through the Observador windows in both ovens. Of course, you get fluorescent and interior lights, clock and timer for automatic oven cooking, if you want them. If you have natural, manufactured or LP gas, you can have a Caloric, and watch yourself saving time, work and money.



Happy is the Home

with fuel-thrifty comfort by

Mueller Climatrol



It's a happy family that enjoys the contentment of a home heated by Mueller Climatrol. Happy with the friendly warmth and health protection they enjoy all winter long! Happy with the clean convenience of work-free heating! And *very* happy with the fuel-thrifty economy that is so easy on the budget!

That's why thousands of home-owners, builders, and architects choose Mueller Climatrol for modern heating at its best. Follow their example and you're sure of satisfaction. There's a fuel-thrifty Mueller Climatrol for any home, any type of heat, and any fuel.

Enjoy fuel-thrifty Mueller Climatrol comfort this winter with gas, oil, or coal! Call your dealer today for full details on the complete Mueller Climatrol line, or write . . . *L. J. Mueller Furnace Co., 2012C W. Oklahoma Ave., Milwaukee 15, Wisconsin.*

C-35

MUELLER Climatrol

REG. U.S. PAT. OFF.

Since 1857

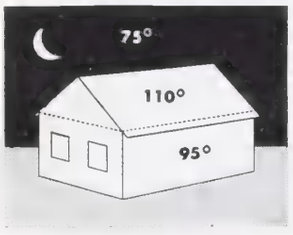
Insist on a Mueller Climatrol



Low-Cost Home Cooling

WITH HUNTER ATTIC FANS

HERE'S HOW ATTIC VENTILATION COOLS YOUR HOME

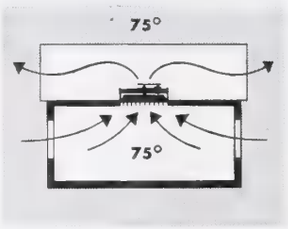


It's cooler outside at night

All day long your home absorbs heat from the summer sun. At night when outside temperatures have fallen to 75°, for example, the dead hot air in your attic may remain as high as 110°. This keeps the rooms below at an unbearable temperature of up to 95° or more.

Attic fan pulls the cool air inside

A Hunter Attic Fan pulls the cool fresh outside air into your house, driving out the oven-like heat. In a few minutes after the fan is started, room temperatures drop 10° to 20° lower. An automatic time switch can be used to shut off the fan while you sleep.



NEW HUNTER PACKAGE FAN IS INEXPENSIVE AND EASY TO INSTALL IN NEW OR OLD HOMES



A Hunter Package Fan is the most practical and least expensive method of keeping a home comfortable on hot summer nights. This compact unit is easily installed in any new or old home. Furnished complete with fan, motor, suction box and ceiling shutter—with a choice of four sizes, to fit any home.

Cool comfort for a few cents a night!

This efficient attic fan is quiet and powerful, requires little or no maintenance. It costs only a few cents a night to operate and will last for many, many years. Backed by Hunter, exclusive fan makers since 1886. Mail coupon below for interesting literature on comfort cooling with Hunter Package Fans.



Hunter *PACKAGE* Attic Fans

MAIL FOR LITERATURE ON HOME COOLING

Hunter Fan and Ventilating Company
P. O. Drawer 2858-A, Memphis 2, Tenn.
Send complete information on Hunter Package Attic Fans to:

Name_____

Street_____

City and State_____

Hunter SINCE 1886

ORGANIZE YOUR LIVING

CONTINUED FROM PAGE 84



PHOTOGRAPH BY WILLIAM HOWLAND

■ The problem of what to do with household rubbish until it's picked up is a perennial suburban problem. It's neatly solved here by a closet between kitchen and garage, accessible to both. Closet stores two or three cans, has linoleum floor, may be locked from kitchen side.

dishwashers, garbage disposers, refrigerators, freezers, mixers, electric blenders, and new things like aluminum foil, glass freezing-jars, cellophane wrappings that come in rolls. But though your equipment is more extensive than in an old-time house, you have less of an establishment to run. You do only the final stages of food preparation, and you do these yourself. For you can do them quickly, easily, and creatively. You don't *need* a servant. There is really nothing left for you to do but the creative part, which is the part that is fun. This creative side of cooking is the concern of HOUSE BEAUTIFUL'S new department, "The Daily Arts of Good Living." Follow it and it will bring you more freedom and fun besides.

But don't get wrong ideas: Dishwashers and stainless steel mean more than sanitation. Electrical equipment does not automatically provide freedom from work. It is merely a vehicle to let you enter a new world—to enjoy a creative freedom which was out of your reach when cooking was a hand-staining, laborious job.

Today's successful housewife does not consider herself a servant or drudge, but the proprietor of a small, independent business. She is a household engineer. This is a lot more responsible job and a lot more fun than nine-tenths of the business "careers" open to anyone. The true emancipation of women is really here! If we don't achieve it, it is only because we haven't reached out our hands to grasp it.

SINCE the manufacturers are working for us, we must know what they are doing if we are to keep them on their toes. If we appreciate a fine product, we will get one. If we are content with a shoddy make-believe, we will get that. We must know what we are buying. The medieval housewife lived in an era of which the motto was, "Let the buyer beware." If she wanted to be sure she was getting fresh meat, she had to rush behind the counter, stick her nose into the kidney or a side of beef to see if it smelled. We don't have to do that. In fact, it would disgust both the butcher and us, but in a different way. But how many house-

vives know what they have to do n terms of today? How many now standards, grade marks, and ow meat is handled?

Industry is trying to find out what people want in order to give to them. Why not do our part? Why not avail ourselves of the ichness around us? Why not cooperate with the manufacturer by giving him intelligent appreciation *and* criticism. If we'll stop looking at housekeeping with the eyes of a servant and use the possibilities available to us, we'll find that housekeeping need not be endless, dispiriting drudgery, and that cooking can be fun.

WHAT YOU KEEP ON HAND IS THE KEY TO YOUR LEISURE

CONTINUED FROM PAGE 87

nd which are really essential to our cooking practice. But you will e amazed how long a list you will ave if you write down everything ou really ought to have on hand ll the time, if you are to be able o cope with any cooking emerency at any time.

Now, of course, all this boils own to the plain truth that you eed a lot of storage space in or ear your kitchen. To house 125 o 200 items, in quantities of only ne each, clearly requires shelf pace. And if you buy some of hem in case lots you need much arger space. So, clearly, the core f the problem of organization for eisure is having plentiful storage pace. Today's shrunken kitchen is ot really a labor-saver when you hink it clear through. For you on't have flexibility of action if ou can't change your mind at the ast minute. You can't be free to e creative, to have that inspiration o change the recipe just as it oes into the pot, unless you have selection of ingredients always t hand. The creative cook needs a ull range of choices always at her lbow, just as an artist needs all is colors at his side to mix them as eeded on his palette. You can ever be anything but a pedestrian, nimaginative cook unless you ave this privilege of being able to hange your plan of action at the ast minute.

For what good is that inspiraon unless you can indulge it—hat very instant? Tomorrow you ill have forgotten it, or a different ood will have changed your attiude toward the golden idea. Creaveness is like that!

This problem of having enough space to store foodstuffs is really a new problem that has come into being only in the years since World War II. The tremendous increase in the variety, quality, and availability of ready-to-be-used foods and nearly ready-to-serve foods has brought us to new situations. All kinds of meals, from picnics to holiday feasts, can be on hand, and ready to eat. And we can be so variously supplied that we travel through a fully international cuisine. Stay-at-homes can now eat in virtually any nation of the world, right off their pantry shelves, provided they have the new viewpoints about bottles and cans and "frozens."

Speaking of "frozens" brings us to the freezer, a convenience as necessary to this new freedom as shelf space. For so very many of the new taste and cookery thrills (to say nothing of the labor savers) come frozen. You very definitely can't stock up properly if you are limited to that tiny compartment over the refrigerator. Neither can you do quantity cooking, which is the Big News in streamlining your homemaking. (But that's another article, another time.)

Obviously all this—this new attitude toward shopping, ordering, storing and cooking—calls for a new approach to homemaking. It means discarding many of your old ideas, changing your habits, acquiring new ways and new practices. It means reorganizing your life to let you take advantage of all the new wonders that have developed in this century. It means making "a daily art of good living."



DO FRIGID SHOWERS Make You Burn?





THE NATION'S LEADER IN AUTOMATIC GAS HEATING SINCE 1908

Ever been soaped up, only to have the hot water turn suddenly cold? Old-fashioned methods of water heating will do it every time. That's the signal to switch to Bryant.

The famous Bryant Blue Seal Automatic Gas Water Heater adds years of enjoyment to your life by the simple process of providing *all* the hot water you want... *when* you want it... for *every* household need... *automatically*. Just turn a tap... hot water's *always* there.

Remember this, too . . . Bryant is *built* to last *years* longer!

Let the pup be furnace man and water boy too!

bryant AUTOMATIC HEATING

BRYANT HEATER DIVISION, Dept. 41,
Affiliated Gas Equipment, Inc.,
17825 St. Clair Ave., Cleveland, Ohio
I am interested in Bryant Automatic Gas Water Heating. Please send more information.

Name _____

Address _____

City _____ State _____



Your Family Favorite!

Rate approving nods from family and friends: Greet your guests with home-like hospitality by using attractive, durable *Cape Cod* Crystal tableware. Its warm invitation to good-fellowship enhances your every dining occasion with equal ease. Hand-crafted by skilled American artisans, sturdy *Cape Cod* is as ideal for everyday usage as it is superbly handsome. Open stock, moderately priced.

A Contribution to Better Living by

THE IMPERIAL GLASS CORPORATION
BELLAIRE, OHIO





PHOTOGRAPH BY EZRA STOLLER: PICTOR

• Hospitable yet unpretentious, the front door of the Hotpoint House opens onto a roomy, flagstone-paved porch. It connects with garage at right to give all-weather protection to both guests and family.

The luxury of organized living

(See "Organize Your Living," pages 82-91)

IT TAKES the best possible materials and equipment on the market if you are to be assured of the kind of organized living which will give you the most fun, the least work, and the greatest amount of pleasure. For the record, then, it took the following elements to produce the efficient Hotpoint House of the 50's.

Construction Materials

Interior Wall Surfaces: Clay til in baths. Tile Council of America New York. Plywood in entertain ment room. U. S. Plywood Corp. New York.

Lathing: National Gypsum Com pany. Buffalo 2. N. Y.

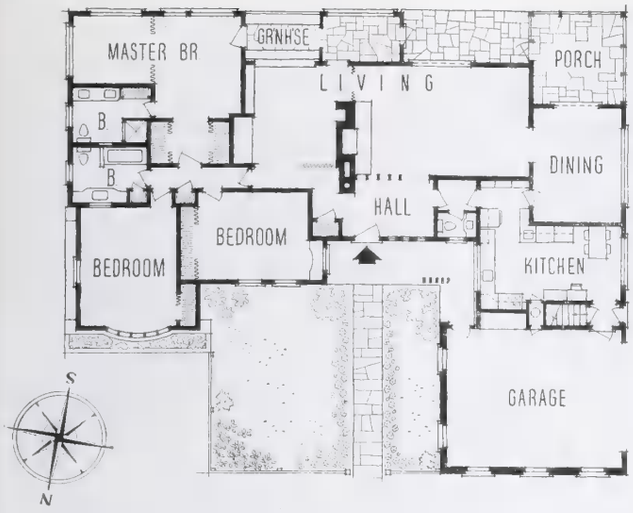
4 PHOTOGRAPHS BY WILLIAM HOWLAND



• The combination clock and door chimes, both electrically powered, are located beside the front door.



• Built-in safe is located in luggage closet off bedroom hall. It provides fire-safe storage for papers, valuables



• Since it occupies a north-front lot, the house quite properly concentrates all its main living areas along the rear, thereby winning winter sun, a protected outlook and privacy.

Windows: Sliding windows. Andersen Corp., Bayport, Minn. Automatic windows, Vita Automatic Window, Inc., Long Island City, New York.

Glass: "Twindow," Pittsburgh Plate Glass Co., Pittsburgh 22, Pennsylvania.

Doors: Garage doors, Crawford Door Co., Detroit, Mich. "Modernfold" doors, New Castle Products Corp., New Castle, Ind.

Door Hardware: Yale & Towne Mfg. Co., Stamford, Connecticut.

Paint: E. I. du Pont de Nemours & Co., Wilmington, Del.

Finish flooring: Clay tile in baths, Tile Council of America, New York. Linol[eum] Armstrong

Air [Conditioning] Equipment Bloomfi[eld]

Controls on Conditioning and Heating Units: Minneapolis-Honeywell Regulator Co., Minneapolis, Minnesota.

Insulation: "Kimsul," Kimberly-Clark Corp., Neenah, Wisc.

Inter-communication system: Executone, Inc., New York.

Plumbing fixtures: Crane Company, Chicago, Ill.

Bathroom accessories: G. M. Ketcham Manufacturing Corp., New York.

Lighting: General Electric Co.

Lighting Fixtures: Lightolier, Inc., Jersey City, New Jersey.



• Handso[me] doors, surf[aced] bedroo[ms]

that home with beauty and distinction. Yet beauty [is] part of this story...for your home of West Coast Woo[ds] will be practical and sound. Measured in terms of co[mfort] family living for years and years to come, it's one of t[he] wisest investments you can make.

Visit your retail lumber dealer soon. Let him point ou[t] advantages of building your home with versatile West Woods—Douglas Fir, West Coast Hemlock, Wester Red Cedar, Sitka Spruce.

SEND FOR FREE BOOKLET: *Illustrated with beautiful, full-color photographs of actual homes, this new booklet shows how you, too, can be sure of getting full value for your building dollar. Full of facts on the qualities to look for in a home. Send for your free copy today..." BE SURE WHEN YOU BUILD."*

There's a RIGHT WAY to do everything...Build RIGHT with

WEST COAST WOODS

Douglas Fir
West Coast Hemlock
Western Red Cedar
Sitka Spruce

Lumber of Quality Produced by Members,
WEST COAST LUMBERMEN'S ASSOCIATION

COSCO Posture Chair! Saves up to 24% of your energy





Feel better...look better ...work sitting down

Tests prove you can save up to 24% of your energy in doing housework . . . also relieve backache, foot and leg fatigue . . . by sitting in a correctly designed seat.

Cosco Posture Back Kitchen Chair has seat 25" high—the correct height for use at sink, cabinets, range, ironing board, etc. Two-way adjustable backrest assures firm, restful back support. Handy footrest relaxes feet and legs. Feel better, work better, look better . . . work *sitting down* on a Cosco Posture Back Kitchen Chair. Get yours at department, furniture or hardware stores. About $12.95.

FREE! Authoritative, 4-page article on benefits of sitting down to work. Write Cosco: Dept. HB3, Columbus, Indiana.

HAMILTON MANUFACTURING CORPORATION
COLUMBUS, INDIANA



For your automatic ironer—any make or model—get a Cosco Posture Back Ironer Chair. Seat 16¾" high—two-way adjustable back. With red or black Duran upholstery, all-enamel finish and casters, about $12.95.

For the best in quality, look for the COSCO Trademark. Accept no substitutes.

COSCO HOUSEHOLD STOOLS, CHAIRS AND UTILITY TABLES
Sold Also in Canada and South America

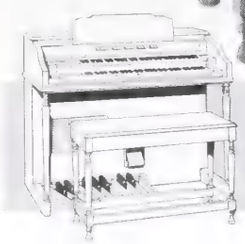
Compare with any other Organ

SEE
HOW MUCH MORE
THE NEW
Connsonata
OFFERS
FOR HOME, CHURCH
OR SCHOOL

WE INVITE you, even urge you to compare the *new Connsonatas* with any other organs on the market . . . *before* you buy. You'll find that no other organ is more suitable for your home, church or school, no other organ offers so much for the money! It's truly *America's Finest Electronic Organ!* On Connsonata you play anything from traditional church to sprightly popular . . . even dramatic theater-type organ . . . with ease and assurance. Investigate Connsonata advantages before you buy any organ.



NEW MODEL 2D Connsonata uses external speaker unit.



NEW MODEL 2E Connsonata with in-built speakers.

★ ★ ★

The Connsonata is a development of the Sound and Electronic Research Laboratories of C. G. Conn Ltd., world's largest manufacturer of band and orchestra instruments and specialists in musical tone for three-quarters of a century.

Connsonata
DIVISION OF C. G. CONN LTD.
Elkhart, Indiana

CONNSONATA, ELKHART, INDIANA, Dept. 342
Please send literature and prices on Connsonata Electronic Organs, at no obligation.

Name_____

Address_____

City_____ Zone_____

State_____

THE LUXURY OF ORGANIZED LIVING

CONTINUED FROM PRECEDING PAGE

PHOTOGRAPH BY EZRA STOLLER: PICTOR



• One of the most exasperating chores of driving a car—that of having to get out to open the garage doors in foul weather—is gone forever. Doors are radio-operated from dash of family cars.

frigerator, freezer, Disposall, dishwasher, Hotpoint, Inc., Chicago.

Laundry Equipment: Washer, dryer, ironer, Hotpoint, Inc., Chicago.

General

Soda Bar: James J. Gavigan & Company, New York.

Wall safe: Empire Safe Company, Inc., New York.

Cadillac automobile: Cadillac Motor Car Division, General Motors Corporation.

Blinds: "Flexalum," Hunter-Douglas Corp., New York.

market if you are to be assured of the kind of organized living which will give you the most fun, the least work, and the greatest amount of pleasure. For the record, then, it took the following elements to produce the efficient Hotpoint House of the 50's.

Carpeting: Bigelow-Sanford Carpet Co., Inc., New York.

Dinette chairs and table: Daystrom Furniture, Inc.

"Nu Tone" Door Chimes: Nu Tone, Inc., Cincinnati, Ohio.

Greenhouse: Lord & Burnham, Irvington-on-the-Hudson, N. Y.

Painting in playroom: "Little Mexican Table," by Doris Rosenthal, Midtown Galleries, New York.

Closet accessories: Cecil Rhodes, New York.

(*Continued on page* 145)

Interior wall surfa... in baths, Tile Council of A... New York. Plywood in ent... ment room, U. S. Plywood New York.

Lathing: National Gypsu... pany, Buffalo 2, N. Y.

PHOTOGRAPHS BY WILLIAM HOWLAND



• The combination clock and door chimes, both electrically powered, are located beside the front door.



• Built-in safe is located ... closet off bedroom hall. ... fire-safe storage for papers



Another beautiful home of West Coast Woods...

Conventional American...friendly Cape Cod...rambling Ranch House...whatever style you choose, whatever size you plan, you can be sure that West Coast Woods will endow that home with beauty and distinction. Yet beauty is only a part of this story...for your home of West Coast Woods will be practical and sound. Measured in terms of comfortable family living for years and years to come, it's one of the wisest investments you can make.

Visit your retail lumber dealer soon. Let him point out the many advantages of building your home with versatile West Coast Woods—Douglas Fir, West Coast Hemlock, Western Red Cedar, Sitka Spruce.



The smart, pleasing use of wood here . . . in mantel, bookshelves and molding . . . accents the beauty and friendliness of the entire decorative scheme. West Coast Woods lend character and charm to any interior . . . permit color changes when desired . . . allow distinctly individual interior treatments.

SEND FOR FREE BOOKLET: *Illustrated with beautiful, full-color photographs of actual homes, this new booklet shows how you, too, can be sure of getting full value for your building dollar. Full of facts on the qualities to look for in a home. Send for your free copy today..." BE SURE WHEN YOU BUILD."*



Use this coupon for Free Booklet

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. Morrison, Room No. 708
Portland 5, Oregon

Please send me your free booklet, "BE SURE WHEN YOU BUILD."

Name_____

Address_____

City_____ Zone____ State_____

There's a RIGHT WAY to do everything...Build RIGHT with

WEST COAST WOODS

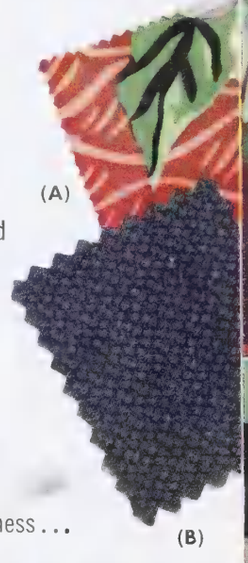
Douglas Fir
West Coast Hemlock
Western Red Cedar
Sitka Spruce

Lumber of Quality Produced by Members,
WEST COAST LUMBERMEN'S ASSOCIATION

Your decorator chooses GOODALL FABRICS to express the newest in fashion for your home!



Exciting new red sharply accents muted colors in today's newest room schemes!

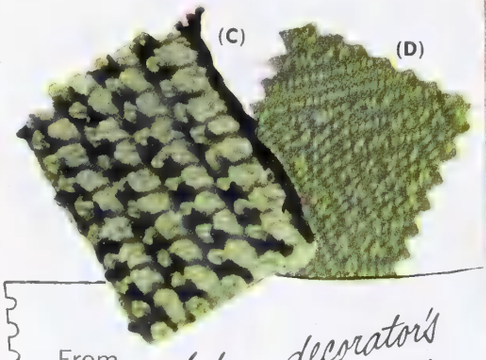


Bone-white walls glow with vibrant draperies, softened with subtle green and gunmetal gray.

(A)

Traditional weaves and modern textures mix and match in contemporary smartness...

(B)



(C)

(D)

From *Your decorator's sketch book*

(A) Windows become dramatic accents with Firecracker Red *"Middle Kingdom"* design on Goodall's Satin Mohair drapery and Goodall's snowy *"Silver-Bloom"* Casements.

(B) Goodall's *"Stratford"* upholstery fabric covers the sofa in Gunmetal, newest fabric-color fashion. Cushions are in Goodall's *"Interlude,"* companion handprint to *"Middle Kingdom"* drapery fabric.

(C) Nubby-textured *"Deauville"* in gray-toned Avocado Green makes effective upholstery for the button-back chair (lower left).

(D) Traditionally patterned *"Beekman"* upholstery in Avocado Green is used on Mandarin chair and arm chair. All beautiful Goodall Fabrics are color-coordinated...even to that wonderful Goodall "Seamloc"* carpeting!



The Baker Furniture "Far East Group" featured at these stores. →

NATURALLY you turn to your decorator for the newest, the finest, in room fashions for your home...and your decorator, as naturally, turns to Goodall. For Goodall gives decorators fabrics that create...in color, in texture, in pattern and in style...today's newest ideas in coordinated room beauty.

Besides, you get lasting loveliness with Goodall Fabrics in your home because they are *Blended-for-Performance*. They're woven of not just one fiber, but of a combination of several fibers: a variable blend of Angora Mohair for resilience and texture, rayon for subdued lustre, wool for body and cotton for durability. That's why Goodall Fabrics drape so perfectly, hold their shape indefinitely...resist dust and wrinkling, need fewer cleanings. That's why, also, Goodall Fabrics are so soft and comfortable to your touch and wear so long! Goodall's richer, clearer colors and distinctive elegance are another result of this special blending method.

See Goodall Fabrics At Your Decorator's or the Decorating Studio of Your Favorite Store.

Goodall Fabrics
Subsidiary of Goodall-Sanford, Inc.
THE FINEST NAME IN FABRICS

© 1951, Goodall Fabrics, Inc. (Subsidiary, Goodall-Sanford, Inc. Sole Makers of World-Famous PALM BEACH* Cloth) *Registered Trade Marks

GOODALL FABRICS, INC. • NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

Your Buying Guide

Here below are some of the leading stores featuring the Baker "Far East" furniture shown in the Goodall ad at the left. Check your own decorator or the decorator studio of these and other stores for more information on the Goodall Fabrics illustrated and the many other Goodall Fabrics not shown here.

NEW YORK
Lord & Taylor . . . . . New York
W. & J. Sloane . . . . . New York
Wm. Hengerer Co. . . . . Buffalo
Mayfair, Inc. . . . . Albany

CALIFORNIA
Cannell & Chaffin . . . . . Los Angeles
J. W. Robinson Co. . . . . Los Angeles
W. & J. Sloane . . . . . Los Angeles
W. & J. Sloane . . . . . Beverly Hills
W. & J. Sloane . . . . . San Francisco

ILLINOIS
Marshall Field & Co. . . . . Chicago
Underwood Furniture Galleries . . . Peoria

OHIO
The H. & S. Pogue Co. . . . . Cincinnati
A. B. Closson Jr. Co. . . . . Cincinnati
Halle Bros. Co. . . . . Cleveland
Holzheimers' . . . . . Cleveland
F & R Lazarus Co. . . . . Columbus
Rike-Kumler Co. . . . . Dayton
Bennett's . . . . . Toledo

PENNSYLVANIA
John Wanamaker . . . . . Philadelphia
Kaufmann's Department Stores . Pittsburgh
Colonial Art Furniture Co. . . . Pittsburgh

TEXAS
Neiman-Marcus . . . . . Dallas
Titche-Goettinger Co. . . . . Dallas
Suniland Furniture Co., Inc. . . Houston

MICHIGAN
J. L. Hudson Co. . . . . Detroit
Henry Fiege & Co. . . . . Saginaw

NEW JERSEY
L. Bamberger & Co. . . . . Newark

MASSACHUSETTS
Jordan Marsh Co. . . . . Boston
Paine's of Boston . . . . . Boston

FLORIDA
Burdine's . . . . . Miami
Richard Plummer Studio . . . Miami Beach

INDIANA
Wolf & Dessauer . . . . . Fort Wayne
L. S. Ayres and Co. . . . . Indianapolis

VIRGINIA
Miller & Rhoads . . . . . Richmond

CONNECTICUT
G. Fox & Co. . . . . Hartford

MISSOURI
Emery, Bird, Thayer . . . . Kansas City
Lammert Furniture Co. . . . . St. Louis
Macy . . . . . Kansas City

WISCONSIN
Milwaukee Boston Store . . . Milwaukee
Klode Furniture Co. . . . . Milwaukee

GEORGIA
Rich's . . . . . Atlanta

WASHINGTON
Frederick & Nelson . . . . . Seattle

MARYLAND
H. Chambers Co. . . . . Baltimore

TENNESSEE
E. C. Denaux, Inc. . . . . Memphis

LOUISIANA
Maison Blanche . . . . . New Orleans

MINNESOTA
Dayton Company . . . . . Minneapolis
Levoy, Inc. . . . . Minneapolis

OREGON
Meier & Frank Co. . . . . Portland

IOWA
Younker's of Iowa . . . . . Des Moines
T. S. Martin Co. . . . . Sioux City

ALABAMA
Bromberg & Co. . . . . Birmingham

COLORADO
Howard Lorton, Inc. . . . . Denver

NEBRASKA
Orchard & Wilhelm . . . . . Omaha

MAINE
Porteous, Mitchell & Braun . . . Portland

THE LUXURY OF ORGANIZED LIVING

CONTINUED FROM PAGE 142

Bulletin Board: Robin Ridge Studios, Stockton, New Jersey.

Radio, television, all small appliances: General Electric Company.

Skirt, blouse, stole: Designed by Tina Leser, New York.

Table accessories: Small red bowls, La Moyne Ebonyte, Claude Sperling, New York. Plates, Richards Morgenthau & Co., New York. Stainless steel flatware, Gense Import, Ltd., New York. Russel Wright hand-pinched glasses, Imperial Glass Corp., Bellaire, Ohio. "Plastimat," Mosse, Inc., N. Y. C.

Kitchen accessories: Martex dish towels, Wellington Sears Co., New York. Revere Ware pots and pans, Revere Copper & Brass, Inc., Rome, N. Y. Pyrex mixing bowls.

Curtains: Henry Carson, New York.

Wallpaper: Imperial Paper & Color Corporation, Glens Falls, New York.

Outdoor furniture: Wrought iron, Molla, Inc., New York. Black iron and redwood, Ficks Reed, New York, N. Y.

Fence: Anchor Fence Company, Mineola, New York.

All other accessories: W. & J. Sloane, Manhasset, Long Island, New York.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 68

the Children's Castle, a juvenile hospital where art, architecture, and furnishings are all designed to please the very young; the remarkably handsome pierced brass or glass lighting fixtures of Paavo Tynell (you'll see a particularly fine one if you go for dinner to the Fisherman's Hut in one of Helsinki's parks); the hand-woven linen damask cloths of Dora Jung; tapestries, like mists of color made tangible by Eva Anttila and Martha Taipale; the renowned glass from the Karhula and the Riihimaki glassworks; the porcelain from the Arabia factories. (In Finland the "pure" artists are no precious long-haired coterie. They design commercially for industry. Industry may also engage artists simply to experiment with new design.)

Reserve a week end for Aulanko, an all-year-round lakeside, wooded resort 60 miles from Helsinki. The modern hotel here will make you sit up and take notice. Or plan a junket to the Arctic Circle—to Rovaniemi to stay at the white, modern Hotel Pohjanhovi, decorated by Aino and Alvar Aalto; then on to the tourist inn at Pallastunturi in the country of fells and reindeer. Travel inside Finland by bus, plane, or train.

In summer you dress as you would for summer anywhere, with a top coat for cool evenings. If you go in June this year, you're in for a musical treat, for Helsinki is having a Music Festival with one week devoted to the works of native composers, featuring Finland's beloved "Master," 85-year-old Jean Sibelius. Koussevitsky will conduct the Helsinki Symphony Orchestra. In 1952 the Olympic Games top the list of events.

To get to Finland is easy and uncomplicated. All you need is your passport and a Finnish visa. There is no rationing or restrictive red tape.

By Sea: Finland Steamship Line's freighters go directly from New York to Helsinki. You can go by East Asiatic freighter to Copenhagen, then to Helsinki by Finland Steamship Line. Transatlantic Steamship Company and American Scantic Line go to Gothenburg, Sweden, where you can obtain rail transportation to Stockholm. From Stockholm, you can sail overnight to Helsinki in the south or to Turku in the southwest on Finland Steamship Line. O[illegible]

want—for automatic washers, for baths and showers.

All on least amount of fuel

The precise control of heat which distinguishes a B & G *Hydro-Flo* System means not only greater comfort but smaller fuel consumption. The combined cost for heating both the house and domestic water is unbelievably small for this double duty.



SEND FOR **FREE** BOOKLET

B & G

BELL & GOSSETT Company

Dept. BY-30, Morton Grove, Ill.
Please send free booklet "Capture the Sun with B & G *Hydro-Flo* Heating".

*Reg. U. S. Pat. Off.

Name.....

Address.....

City.....*Zone*.....*State*.....

It's smart to buy

ALVIN* STERLING



because
it is styled to
remain in fashion.
It is "solid" sterling silver



IS YOUR GRANDMOTHER STANDING BETWEEN YOU AND FREEDOM?

CONTINUED FROM PAGE 78

vichysoisse, marrons in vanilla syrup, tripe *à la mode de Caen*.

But since most canned foods are still prepared for a very general cross-sectional taste, the trick of using them is to treat them like raw materials. Combine them, supplement their flavor, make them into the basis for something else. This opens a great field for good eating without much work. For instance, a really good main dish, made entirely of easy-to-get canned ingredients, is made with a can of cream of mushroom soup, a can of cream of tomato soup, a pound of crabmeat, a teaspoon of curry powder, and two to four tablespoons of sherry added after the dish is taken from the stove. It's as gourmet as anything, yet it can be put together in about ten minutes.

TODAY, there are really four kinds of processed foods to bring freedom from work: (1) canned, (2) frozen, (3) ready-mixes (ranging from liquids and solids, for all courses of the meal), and (4) semi-prepared (such as "brown and serve" rolls and bread). The last three groups are relatively new, and many people still eye them with deep suspicion. But if you will sample various types and brands until you have tried all the possibilities offered, you are sure to find some that appeal to you.

The real secret in making ready-made foods acceptable is knowing how to glamorize them in their preparation. The only safe course for the food manufacturer is to "play the middle of the road"—to season for the common-denominator taste—bland, unstartling, careful. Using mass-produced foods just as they come out of the can or the package is not the way to endear them to gourmets. But there's another way. Just as it is practical to simplify *haute cuisine* recipes downward in the interests of labor saving, so is it practicable to elaborate upward ready-made foodstuffs to obtain stimulating variety and sophistication and richness.

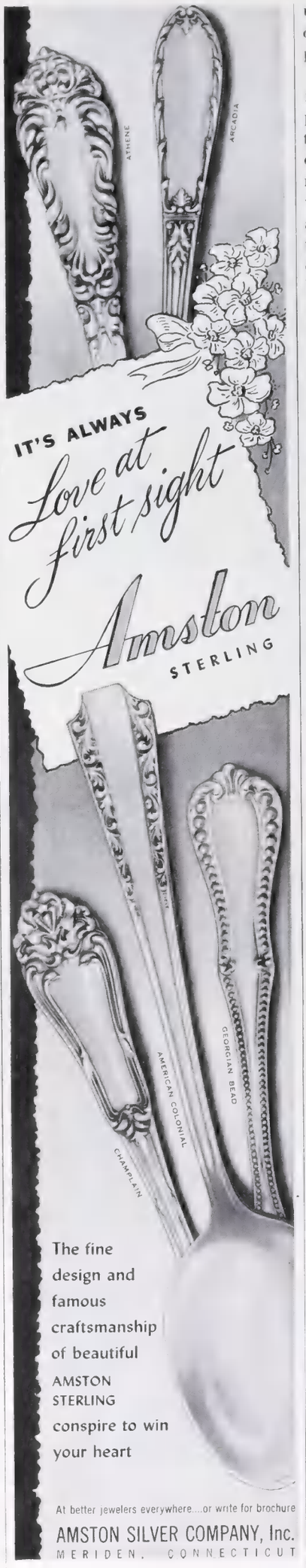


Now we are *not* saying that all ready-made foods are likely to please all people, but we *are* saying that, if you will keep trying different brands and experimenting with new packs and new products, you will find those which are acceptable to you. There are so many thousands to choose from, it is inevitable that you should find some brands to please you.

But finding which brands you like is only part of our new freedom. Foods are appearing in new shapes—in shapes further and further removed from their original natural forms, with food values more old more completely controlled: butterfatty, powdered milk solids, frozen citrus concentrates, canned chicken concentrates, to name only a few.

FINDING out how to use these new foods, learning what they can do for us, can be an adventure *if* we approach them without prejudice and with an open mind instead of a closed one. For the cook will have to devise new forms of preparation, still more remote from her grandmother's, if she is to integrate these new materials into her kitchen habits, and if they are to bring her the freedom which they were created to give.

One of the functions of HOUSE BEAUTIFUL's new department—"The Daily Arts of Good Living"—is to help bring greater understanding of when and how to use all four types of processed foods.



IMPORTANT NOTICE TO SUBSCRIBERS

● If you are going to move, it is necessary that the proper notification be made at the earliest possible moment so that you may continue to receive your copies of HOUSE BEAUTIFUL without interruption.

Such notification should be made to HOUSE BEAUTIFUL by letter, post card, or post office form #22S, giving the old address as well as the new, with postal zone number if any. You should also notify your local post office on post form #22 of your change of address. Both postal forms are obtainable at any post office.

Since considerable time is required to process a change of address, you are urged to advise the HOUSE BEAUTIFUL Subscription Department as soon as you know your new address, preferably five weeks in advance.

HOUSE BEAUTIFUL Subscription Dept.
250 West 55th Street
New York 19, N. Y.

How to get Privacy plus Beauty

PHOTOGRAPH BY MAYNARD PARKER



■ Wire fences that give physical rather than visual privacy needn't be unfriendly barriers. See how much beauty you can get—along with street-side protection—by planting very fine specimen shrubs along the outside of your fence. Plant in foreground is a juniper.

"He made America hear"

writes

F. Van Wyck Mason

about

Leopold Stokowski

"Great music has not been part of us very long in America. But it is now, almost through the insistence of Leopold Stokowski. He mastered and gave mastery to the new mediums of radio and recording. He pushed aside the walls of the concert hall and made us come in. For this I am as grateful as for the flashes and thunderheads he shapes with those amazing hands."—*F. Van Wyck Mason.*

Have you heard Leopold Stokowski conduct
Dvořák: Symphony # 5 in E Minor
Tchaikovsky: Sleeping Beauty Ballet
Strauss: The Blue Danube

We have put together in a little book, titled "Words and Music," photographs of the world's greatest artists, together with word sketches by 44 famous authors. If you would like a copy, write RCA Victor, Record Department 208, Camden, N. J.







Best Start
FOR BEAUTY IN THE HOME!

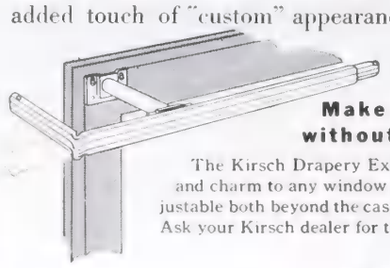


KIRSCH Drapery Hardware Costs so little . . . adds so much

Beauty in the home begins at the windows! Take a tip from experienced decorators and start there . . . start *right* . . . with proven Kirsch decorating ideas and fine Kirsch drapery hardware. You can give your home a thrilling beauty treatment so easily . . . *and so inexpensively*. Smart draw draperies, for example, on smooth-working Kirsch traverse (draw cord) rods, add new beauty to any room—with satisfying control of light and ventilation.

Kirsch traverse (draw cord) rods, made by the leader in the business, offer special advantages for fine appearance, easy installation and operation, and long wear. They're *smo-o-o-th* in looks and action! The cords are hidden *inside* the rods . . . Generous positive overlap of the master slides insures privacy; your curtains stay closed . . . The famed bone-hard Kirsch baked enamel finish assures years-lasting beauty.

In the adjustable type, four basic length-sizes enable you to fit any window from 28 inches wide to 150 inches wide. Kirsch traverse rods are available cut-to-measure, too, for an added touch of "custom" appearance.



Make Windows Look Wider without Marring the Plaster

The Kirsch Drapery Extender Rod helps you add beauty and charm to any window that is too tall or too narrow. Adjustable both beyond the casing and inward toward the middle. Ask your Kirsch dealer for this useful rod, No. 4658.

Choose the Name You Know! **Kirsch**

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

DRAPERY HARDWARE AND VENETIAN BLINDS



Send for booklet "Smart Window Styling" with 85 window ideas. A useful guide to home decorating. Enclose 25¢ in coin or stamps.

KIRSCH CO., 489 Prospect St., Sturgis, Mich.

In Canada: Woodstock, Ontario

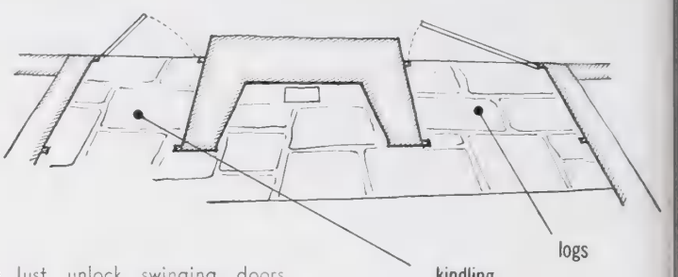
How to feed a fireplace

By Robert A. Wood

You wouldn't build an automobile without a gas tank! Don't build your fireplace without plenty of storage for *its* fuel

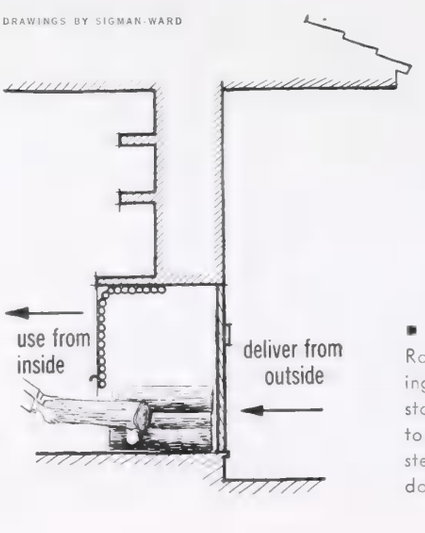


• The old-fashioned wood box has come a long way. Redesigned, it stores newspapers, kindling, and logs right beside fireplace. Tambour doors slide all the way up. You'll really use your fireplace if you don't have to lug wood from the cellar, scattering dirt through the house.

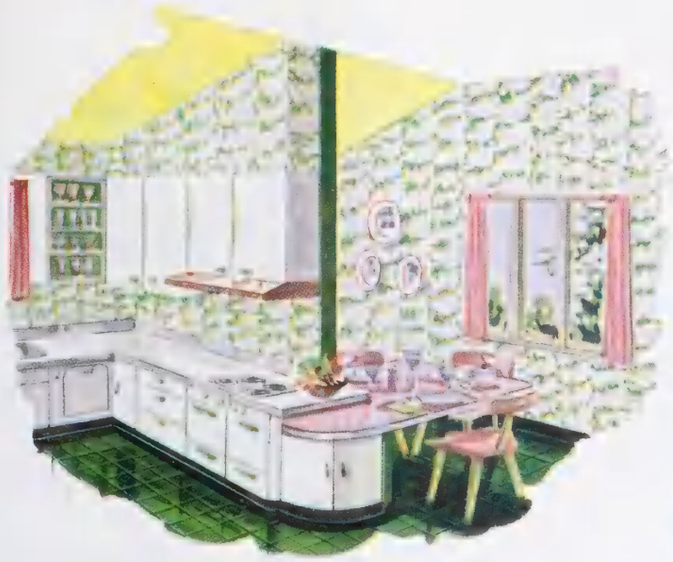


• Just unlock swinging doors outside for easy delivery of wood from driveway or paved walk. Log box 4 ft. × 4 ft. × 4 ft. will hold half a cord of wood. Note how flagstone hearth becomes floor of storage space.

DRAWINGS BY SIGMAN-WARD



■ No weather problems here. Roof overhang shields openings from rain and snow. Entire storage space acts as "vestibule" to stop cold. Floor is raised one step above grade. Weatherstrip doors according to your climate.



Something special for your dream kitchen — 45 lovely Wall-Tex designs in gay, spirited colors that are *safely washable* with soap and water. Grease and smoke film are never a problem.



Add more charm and color to your bathroom walls and ceilings by choosing from 22 sprightly Wall-Tex designs. The fabric base *controls plaster cracks* and the finishes are unharmed by steam or water.

It's fabric

. . . *for wall decoration that's lovely and lasting*

WALL·TEX
fabric wall coverings



So beautiful, and sensible, too, is Wall-Tex for living rooms and hallways — in 63 high-style designs and 18 lovely single-tones for every decorating plan. Enduring beauty on *fabric!*

Admire its thrilling beauty — feel its strong fabric base — and this time, decorate with Wall-Tex!



Bedrooms as you like them — in restful or wake-up colors, a selection of 48 refreshing patterns. Distinctive florals, stripes, plaids, weaves, with soft, washable finishes on a fabric base.



See and enjoy the Wall-Tex collection of exquisite designs and single-tones, at your wallpaper or paint store, or at your decorator's. Mail the coupon for free portfolio and sample swatches.

Columbus Coated Fabrics Corporation
Dept. H-31, Columbus 16, Ohio

Send your portfolio and free swatches of Wall-Tex.

*name*_____

*street*_____

*city and state*_____

See the beauty... Feel the luxury!



LUXURIA—SILVER GREY



LUXURIA—LEE SAND

IT'S GOODALL'S *Luxuria* SEAMLOC*

finest carpet money can buy!

• You'll know why leading decorators choose Goodall Seamloc when you see its smart elegance, feel its rich pile. Fine imported wools are *Blended-for-Performance* to give you years of serviceability. A special double backing holds up its springy pile. And Seamloc is a *lasting* investment...can be moved to a new home, re-cut, re-laid ...because special seam construction permits practically invisible seams! Even stains and cigarette-burned spots can be cut away, easily replaced with Goodall Seamloc. For added beauty *plus* added value...for the pride of knowing you have the *finest* of carpeting...ask your decorator about Goodall Seamloc.

Available in a full range of colors and decorator shades . . . in wall-to-wall and special rug sizes.

Goodall Fabrics
Subsidiary of Goodall Sanford Inc
THE FINEST NAME IN FABRICS



LUXURIA—BOTTLE GREEN

© 1951, Goodall Fabrics, Inc. (Subsidiary, Goodall-Sanford, Inc. Sole Makers of World-Famous PALM BEACH* Cloth)
*Registered Trade Marks

GOODALL FABRICS, INC. • NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

Buying Guide for Decorators

The Beautiful
Goodall Seamloc Carpeting
shown on the opposite page is sold through these distributors located in the following cities:

ATLANTA, GA.
CRAWFORD & THOMPSON, INC.
291 Ivy Street, N. E.
BOSTON, MASS.
BEN ELFMAN CARPET CO.
155 Portland Street
A. J. WALLACE MFG. CO.
77 Summer Street
BUFFALO, N. Y.
BICKFORD BROTHERS CO.
165 Georgia Street
CHICAGO, ILL.
AMERICAN RUG & CARPET CO.
1347 S. Michigan
CUMBERLAND, MD.
FELIX HALF & BROTHER, INC.
23 Howard Street
DALLAS, TEXAS
AMERICAN RUG & CARPET CO.
Santa Fe Building
DENVER, COLO.
McGRANAHAN BROTHERS
Denver Furniture Mart
DETROIT, MICH.
EDSON MOORE & CO.
1702-1722 Fort Street, West
FRESNO, CALIF.
D. N. & E. WALTER & CO.
736 Fulton Street
FLINT, MICH.
EDSON MOORE & CO.
708 Harrison Street
GRAND RAPIDS, MICH.
EDSON MOORE & CO.
335 Bond Avenue, N. W.
KANSAS CITY, MO.
AMERICAN RUG & CARPET CO.
Continental Hotel
LOS ANGELES, CALIF.
D. N. & E. WALTER & CO.
508 East 8th Street
MILWAUKEE, WISC.
AMERICAN RUG & CARPET CO.
759 N. Milwaukee Avenue
MINNEAPOLIS, MINN.
AMERICAN RUG & CARPET CO.
615 Plymouth Building
NEW YORK, N. Y.
AMERICAN RUG & CARPET CO., INC.
105 Madison Avenue
NEW ORLEANS, LA.
BROWN & DEMARÉ
Thalia at So. Jefferson Davis Parkway
PHILADELPHIA, PA.
AMERICAN RUG & CARPET CO., INC.
34 South 2nd Street
PITTSBURGH, PA.
FELIX HALF & BROTHER, INC.
800 Penn Avenue
PORTLAND, ORE.
D. N. & E. WALTER & CO.
104 S. W. Fifth Avenue
SALT LAKE CITY, UTAH
D. N. & E. WALTER & CO.
146 S. W. Temple Street
SAN DIEGO, CALIF.
D. N. & E. WALTER & CO.
758 8th Avenue
SAN FRANCISCO, CALIF.
D. N. & E. WALTER & CO.
562 Mission Street
SEATTLE, WASH.
D. N. & E. WALTER & CO.
808 Howell
SPOKANE, WASH.
D. N. & E. WALTER & CO.
N. 322 Division
ST. LOUIS, MO.
AMERICAN RUG & CARPET CO.
610 Arcade Building
TOLEDO, OHIO
EDSON, MOORE & CO.
311 Tenth Street
WASHINGTON, D. C.
AMERICAN WHOLESALERS
Fifth & W Streets, N.E.

HOW TO LIVE WITH AMERICA'S WORST CLIMATE

CONTINUED FROM PAGE 100

shows how the casement principle can be used on a much larger scale to provide through-ventilation across your entire house. You can see how architects Thorshov and Cerny used my idea—modifying it somewhat because of their particular site conditions.

Why go underground?

It is perhaps more sensible to burrow into the earth in Minnesota than in any other region. The more nearly your house is underground, the less wall surface it presents to the winter wind.

The other big advantage in getting down into the earth: In winter it's relatively warm there; in summer it's relatively cool. You win all year, without paying anybody a cent. (See "There's a Gold Mine Under Your House," HOUSE BEAUTIFUL, August, 1950.) This fact is made to order for buildings in Minnesota. Even one foot down is several degrees better than nothing—and every degree counts in Climate Control. This does *not* mean you have to live in a dungeon without plenty of light and air—as Thorshov and Cerny's house on pages 104-105 demonstrates. If you happen to have a lot that slopes downward toward the south or southwest, don't miss the opportunity to have a sunken room with a wide-open glass wall facing the winter afternoon sun.

You'll have little trouble with condensation or mustiness in such partially underground rooms. In winter, your inside air is very dry anyway; in summer you rarely get humidities high enough to cause trouble. Of course, any walls buried in the earth must be carefully waterproofed against ground water from the *outside*. But any good architect can accomplish that. The extra ventilation necessary for your own comfort during unusually high summer humidities (which you get only 27 days of the 365) will generally be sufficient to prevent condensation on walls. For those 27 days, full air conditioning and dehumidification would be wonderful, but few people will feel they can afford the investment for so short a period of use.

Cautious open planning

Little-used rooms should be designed so that in extremely cold weather they can be cut off. And for a very considerable portion of the year—24.5% to be exact—you get temperatures between 45 degrees to 65 degrees F. Primary requirement for indoor comfort for this part of the year is simply good control of draughts. You'll close windows and outside doors, of course. If you have doors, folding screens, or heavy draperies at key points like stairwells, to hold the movement of the air below 20 feet per minute, you can count on solar windows, intermittent low central heat, or fireplaces to handle your heating needs.

Face the winter sun

On a yearly basis, you get about 58% of total possible sunshine. This is slightly more than Boston, considerably more than areas directly surrounding the Great Lakes. Like most places, you get maximum sunshine (74%) in July when you don't need it, and minimum sunshine (40%) in December when you do. Sun control is an easy thing, however, so don't muff it.

The sun rises in the east and sets in the west *on only two days* of the year—March 21 and September 21. In this hemisphere, the winter sun rises in the southeast.

(*Continued on next page*)

WANT A DETAILED ANALYSIS OF YOUR CLIMATE?
WRITE FOR CHARTS AND TECHNICAL DATA FOR YOUR AREA

Through the co-operation of the American Institute of Architects, technical reports on HOUSE BEAUTIFUL's Climate Control Project are being published for the benefit of architects, contractors, manufacturers, and homeowners. These reports analyze precipitation, temperature, wind velocity and direction, humidity, sunshine, etc. They are published for each region studied in the Climate Control Project, and are available concurrently with appearance of the general regional story in HOUSE BEAUTIFUL. Reports are now available on the following regions: The Mid-Ohio Region, Metropolitan New York and New Jersey, South Florida—Miami, Arid Southwest Area, Mid-Mississippi Basin, Gulf Coast, Chicago Area, Twin City Area, Washington, D. C. Area, and Boston, Mass. Price: 50¢ each from Administrator, HOUSE BEAUTIFUL's Climate Control Project, 572 Madison Ave., New York 22, N.Y.



PRADES FESTIVAL
PABLO CASALS
DIRECTOR

10 magnificent single LP Records of "the most moving festival of music of our time." The world renowned Bach Commemoration performances, recorded at Prades, France.

33⅓ LP Records ML 4315 through ML 4354

SIR THOMAS BEECHAM BART.

conducting The Royal Philharmonic Orchestra. **Mozart:** Symphony No. 41 in C Major ("Jupiter")—**Mozart:** Symphony No. 38 in D Major ("Prague").

33⅓ LP Record ML 4313 or 78 rpm Album Sets MM-933 and MM-934

ZINO **FRANCESCATTI** VIOLIN

PAGANINI: Concerto No. 1 in D Major, with The Philadelphia Orchestra, Eugene Ormandy, Conductor and SAINT-SAËNS: Concerto No. 3 in B Minor, with the Philharmonic Symphony Orchestra of N.Y., Dimitri Mitropoulos, Conductor.

Both on 33⅓ LP Record ML 4315 or 78 rpm Album Sets MM-936 and MM-937

Hear Them—Get Them—At Your Dealer's
Columbia (LP) Records
First, Finest, Foremost in Recorded Music



Make your home more attractive—keep your home more attractive with—



America's most washable flat wall finish!

For beautiful, *practical* walls use O'Brien's Liquid Velvet in every room of your home. Made with patented pre-shrunk oils—retains its original color beauty—its rich velvet-like appearance year after year—even after repeated scrubbings. Goes on easily with brush or roller. One coat usually covers. Proved by test to be America's *most washable* flat wall finish!





SMART COLOR SCHEMES are easy with *O'Brien Color Manual!* New colors added each year—to harmonize with latest fabrics, etc. Over 100 smart colors—full-page swatches. Complete mixing instructions where needed. See dealer or send coupon today!

Next month in this magazine—FULL PAGE ON "O'BRIEN COLORS OF 1951"

The O'Brien Corp., Dept. H-3, South Bend 21, Ind. Send ☐ new folder "Colors of the Year" for which I enclose 10c; ☐ new O'Brien Color Manual for which I enclose $1.75.

NAME_____

ADDRESS_____

O'BRIEN PAINTS
TOP QUALITY SINCE 1875

HOW TO LIVE WITH AMERICA'S WORST CLIMATE

CONTINUED FROM PRECEDING PAGE

sets in the southwest, remains low in the southern sky all day. At winter-noon in the Minnesota latitude, it is only 23 degrees above the southern horizon. This means it can penetrate deep into rooms—if they face the right way.

In summer, the sun rises in the *north*east, sets in the *north*west, and moves only slightly south of the zenith at midday. At noon, it is 68° above your southern horizon.

You do not get enough winter sunshine to count on real solar heating. Yet when the sun does shine, it makes a very good auxiliary heater. Besides, its psychological importance rises with the length of time it's been obscured. In a land of short days and gray skies, you'll especially welcome the penetration of sunshine into your house when it does shine. Therefore, use as much southerly glass as you can. It will have to be double—either sealed, dehydrated insulating glass or tight-fitting storm sash. Most windows should be fixed. A minimum number of well weather-stripped sash should be openable for ventilation.

Heat loss through glass is a factor demanding a lot of attention. You should provide blinds, shutters, or heavy draperies to pull entirely across windows on cold nights. They help in three ways—by setting up an extra layer of insulation against heat conduction from indoor air, by acting as a barrier to radiation outward through the glass, and by inhibiting (under certain conditions) condensation on the glass. Condensation, incidentally, is far more than just unpleasant—it's a tremendous source of heat loss. You lose 1,060 BTU's to the out-of-doors when a pound of water has condensed on a cold window-pane in your house.

Of course, the devices we've just been discussing merely *lighten* the climatic load on your house. They're very important in getting the most out of your building dollar. But no matter how you site your house, what shape you give it, or how canny you are with keeping winter winds off it or getting winter sun into it, you still have to manufacture a lot of heat and use every trick in the bag to hold the heat where you want it. This means (a) an adequate, well-designed heating plant, (b) flexible thermostatic controls that will anticipate weather changes, (c) good insulation and weatherstripping, and (d) good tight workmanshi If you have these elements, doesn't much matter whether you fuel is coal, gas, oil, or elec tricity; whether you use hot ai steam, or hot water; whether you heating system is a radiant c convective one.

Winter humidification

Heating Minnesota's typical wi ter air may easily reduce its rel tive humidity to as low as 10% This is hard on your house, you furniture, and you. Now it is a easy enough matter to increase th humidity of indoor air. Boilin coffee, bathing the baby, even e haling your breath does that. Mar forced warm-air heating systen do it automatically and in greate volume than provided by dai living. The real problem is how prevent humidity from a humidif ing system from condensing *insi* your roof and walls, there to free and thaw and raise havoc generall

This hazard has never been con pletely solved, though, thanks modern technology, we can great *reduce* it. Double or triple gla ing will eliminate condensation o your windows. The insulation pe ple themselves have eliminated th problem in their own product b the now-general practice of usin an integral vapor seal. This pr vents condensation *inside the i sulation itself*. Unless the who house is enclosed in a literal seamless vapor seal, some moistu may migrate through the nailin points on studs and rafters. Suc moisture tends to condense insi the wall *behind* the insulatio You can now get new plastic she materials which, if the joints a heat-sealed at the site, corre this condition. Thus you can s that, however desirable it may b winter humidification in this parti ular climate is a difficult proble

You need shade in summ

Remember that the house whi holds heat in winter, also holds in summer—unless it's proper shaded and ventilated. Best sha device is, of course, deciduo trees or vines. Bare in winter, th allow full sunshine then. In le in summer, they not only give sha but actually air-condition the mic atmosphere as well. See how The shov & Cerny placed a terra to take full advantage of a hig branching, deciduous shade tr

to the southwest of it (page 100).

As far as house walls are concerned, summer shading is easy. A roof overhang over a southerly wall will keep it in 100% shade at noon. A somewhat wider one over an easterly wall will shade it after 9 or 10 A.M. (Thus you can have a little early sun in the cool of the summer morning.) West or northwest walls are the important ones to keep in full summer shade—for by 3 or 4 in the afternoon, the air is hot and the sun is lowering into the west. By 5 and 6 P.M. its rays are almost horizontal, and only a *vertical* barrier will help. Fences and deciduous plantings are excellent for this job. To keep summer evening sun off northerly walls, simply continue the vertical sun shade far enough to the north.

The above applies to any area in the country with any kind of summer heat. In the Minnesota climate zone, these shade devices should be *flexible*—because, on chilly days, you may need sun heat. For instance, your roof overhangs might be canvas awnings which could be furled back when you want the sun.

The one area where you can use sunshine, any time of the year, is the basement. Here, even in midsummer, the floor temperature will seldom rise above 60° F. So you can use sun heat, both for your comfort and to prevent condensation. (Thorshov and Cerny have solved this neatly in the playroom on page 97, by keeping the south wall in glass.)

A summer cool roof

In a climate like that of Minnesota, the roof takes a terrific summer beating. Midsummer sun may pump 2,700 BTU's of heat into each square foot each day—and that's a lot of heat in anyone's language. A reflective roof surface (white marble chips or sheet aluminum) would bounce most of this heat right back into the sky. A roof spray would have the same effect. But since summer heat, while intense, is less prolonged here than farther south, you may want to use another solution: Give your house a parasol of high-branching, deciduous trees, and your roofs will always be cool.

For hot-weather comfort, be careful with outdoor pavings which might reflect sun heat into your house. Either shade them, or keep them away from the house. Use neutral colors of paving; extremes either way are bad. (White reflects glare; black absorbs heat, then re-radiates it.) Grass is best in this respect—it neither reflects heat nor re-radiates it, but cools the air just as the trees and other vegetation do.

Temperature in the shade is uncomfortably hot for only 3.6% of the year. Such a temperature may obtain for a short time on an abnormally hot summer afternoon. Since night temperatures fall below 65° F. on more than 50% of June, July, and August, the simple measure of trapping cool night air by leaving screened odors and windows open all night, then closing up in the morning, will keep the interior of your home comfortable.

Summer ventilation

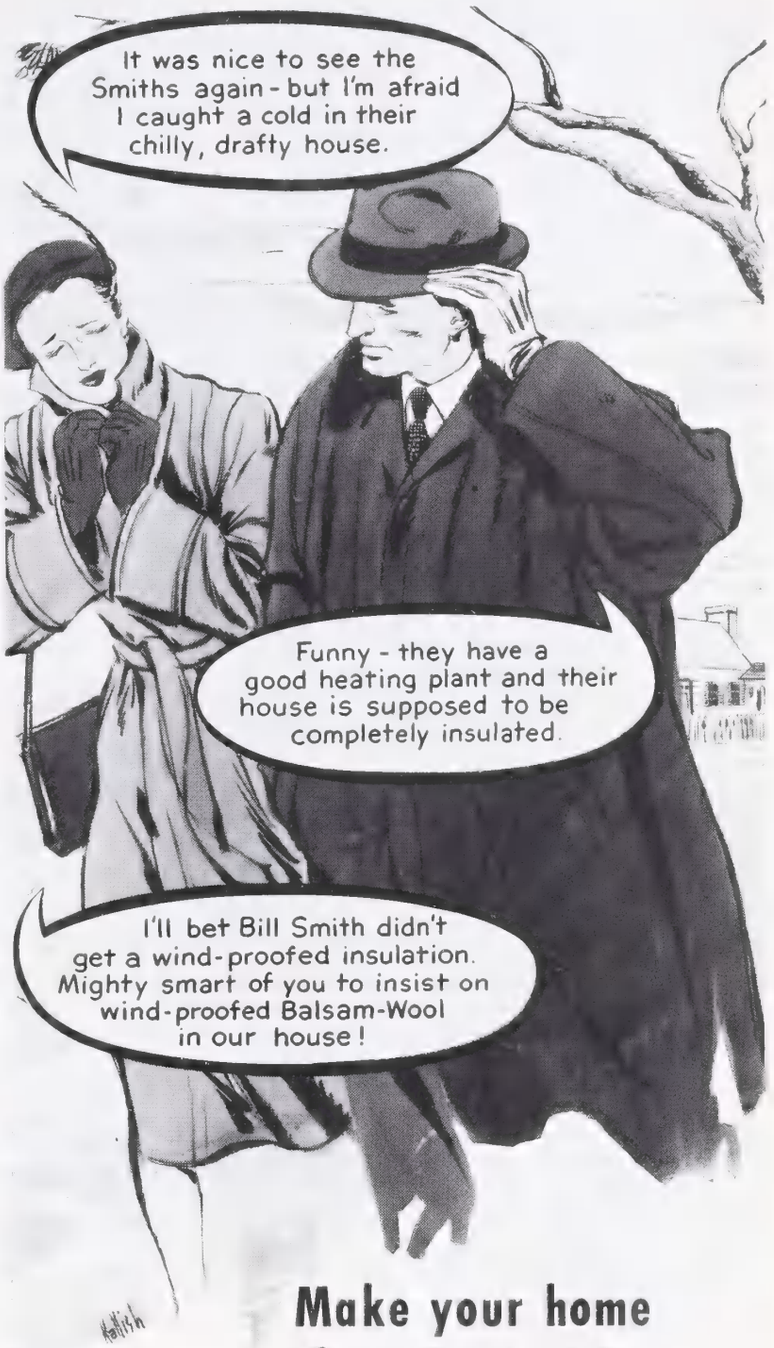
You have already seen that the summer winds blow from the same general direction as those of winter. And I have suggested one method for trapping summer breezes while dodging winter winds. But, if you want hot-weather comfort, don't depend entirely on summer breezes. To begin with, they are undependable. Then, too, in Minnesota as elsewhere, summer breezes tend to die down at nightfall—just when you need them most. So, while your house should provide for good natural ventilation, an attic fan is always a valuable asset. Generally speaking, such fans should be placed so that cool outdoor air is pulled into the house down near the ground and hot air exhausted near the top of the roof. (See "How to Manipulate Sun and Shade," HOUSE BEAUTIFUL, July, 1950.)

Rain, snow, drizzle

The average yearly rainfall is 27 inches. Since summer humidities are not high, averaging 80% at night but only 45% during the daytime, summer rainfall ordinarily evaporates quickly. In winter, though, outdoor humidities uniformly range between 70% and 82%, with frequent excursions up to 100%. (Winter air becomes dry only after heating.) Consequently, evaporation is slow, and an artificial water table results at ground surface (above frozen ground), creating muddy conditions. Thus, while outdoor pavings should be designed to avoid heating up under summer sun, they should nevertheless be adequate for walking around the property in wet weather. Be sure to protect them with a deep base of well-drained gravel to minimize frost action and heave.

Yearly snowfall is not excessive, in comparison with some other areas. But snow stays on the ground most of the winter. Moreover, because of the winds, it tends to drift.

(*Continued on next page*)



Make your home *Comfortable* with Wind-proofed Balsam-Wool

Yes—Balsam-Wool gives you real protection against wind infiltration! The Balsam-Wool insulating mat, you see, is completely sealed in a tough, asphalt-coated covering with special flanges for positive, wind-proofed application. For protection against cold air, higher fuel bills, chilly drafts, in your new home—or in your present home—see your lumber dealer about Balsam-Wool—or mail the coupon.



Balsam-Wool *

SEALED INSULATION

Protected Against Wind • Moisture-Vapor • Settling

*REG. U. S. PAT. OFF.

BALSAM-WOOL
NU-WOOD
TUFFLEX

Products of Weyerhaeuser

Wood Conversion Company
Dept. 111-31, First National Bank Building
St. Paul 1, Minnesota

Please send me free booklet on Balsam-Wool . . . "Facts about Insulation for Your Home."

Name.....

Address.....

City.....Zone.....State.....



*Non-tarnishing Sterling on Crystal

So manifestly DESIRABLE

A breathtaking array of many exquisitely detailed pieces having character and virtues of striking perfection.

Pieces Shown Priced from $6.00 to $10.00

At Better Jewelers, Department Stores and Specialty Shops

By the manufacturers of "Carlton Arts"—the ultimate in Crystal Holloware with Silver Mountings.

THE SILVER CITY GLASS COMPANY of MERIDEN, CONNECTICUT

HOW TO LIVE WITH AMERICA'S WORST CLIMATE

CONTINUED FROM PRECEDING PAGE

Thus, unless you plan it right, snow shovelling can be quite a chore.

You might well lay out walks and driveway so the prevailing winds will sweep them fairly clean or use shrubbery or snow fences to stop the snow before it gets to walks and driveways. You can also build "snow melters" into your walks and driveways—hot water coils connected to house heating—but this is strictly a luxury. A good blanket of snow will insulate your foundation and roof. You usually get dry snow, however, and it will quickly blow off an ordinary roof. From this point of view, a flat roof with a small parapet would save you money by trapping an insulating layer.

On the other side of the ledger, snow on the ground for long periods can get mighty tiresome—so design plenty of pattern into your garden. Use native conifers that do not lose their color. Indulge yourself in color for outdoor fences, garage, etc. (See pages 92-93.)

Shield all entrances, including the garage, from drizzle and snow as well as wind. Drain roof particularly well around entrances to eliminate danger from large icicles.

Since winter sports loom large in the area, plan plenty of storage—accessible from outdoors or from the garage—for equipment like sleds and skis. You might do this in conjunction with a "mud" room, floored in masonry and equipped with foot scrapers, mats and heated closets for drying snowy garments. You can't hang laundry out in the snow, so plan some kind of indoor drying facilities—such as a heated basement area or a mechanical dryer next to the washing machine.

Outdoor faucets, necessary for watering lawn and gardens in occasional dry spells, should have adequate provision for shut-off and drainage to prevent freezing.

Your house takes a beatin

Build it of extra-tough materials. You have an extreme range of air temperatures from —34° in winter up to 108° in summer. Your roof may heat up to 160° or so in direct sun, sometimes undergoing as much as 100° drop in temperature after a sudden shower. Sunshine heats and desiccates materials. Long periods of cloudiness and damp weather tend to make things moist, encouraging fungi, molds, etc. Try to select surfacings which are non-absorbent, non-friable, and non-porous, to withstand freeze-thaw fluctuations. Painted surfaces exposed to summer sun may fade and check. If yours is a shingled roof, flashing should run well up from the gutter or ice dams will force water through the shingles.

If all this sounds forbidding, remember one thing: Making the most of this or any other climate is a matter of common sense. It's not likely that any single house could or would include all the features I've outlined here. They are merely a list of the main climatic problems of this climate zone, and the architectural solutions for them.

Common sense will tell you which you need and which you can afford.

THREE MINNEAPOLIS HOUSES THAT COPE WITH AMERICA'S WORST CLIMATE

CONTINUED FROM PAGE 109

THE Minnesota climate is rough on people and rough on houses. But the extremes of weather can be tempered by proper siting, climatewise design, good equipment and controls. Minneapolis architects, Thorshov and Cerny, have designed three houses that face up to the problem and cope with it effectively: the home of Mr. and Mrs. Harry A. Blackmun (pages 97 and 100), the home of Dr. and Mrs. Alan Challman (pages 98-99) and the climate-wise house for Minnesota (pages 102-109).

Here are the materials and equipment which were specified for these houses:

THE BLACKMUN HOUSE

Foundations: Concrete block. General Portland Cement Co., Chicago.

Roofing: Pitch and gravel. Barrett Division. Allied Chemical & Dye Corp., New York, N. Y.

Flashing and metal work: Armco Steel Corp., Middletown, Ohio.

Windows and screens: Andersen Corp., Bayport, Minn.

Glass: Thermopane, Libbey-Owens-Ford Glass Co., Toledo, Ohio.



Rum Drinks are

Doubly Delicious

when you say

Make Mine

MYERS

THE TRADITIONAL DARK JAMAICA RUM

Not too Light . . . Not too Heavy . . . but Right Bodied

"PLANTERS' PUNCH" BRAND • 97 Proof

Write for Free Recipe Book

R. U. DELAPENHA & CO., INC.

Sole U.S. Agent • 60 Laight Street, New York, N.Y.

A GIFT OF HI-JACS® MAKES EVERYBODY HAPPY!

Rich Aunt Agatha

Teen-Age Betty

Young Marrieds

Busy Homemakers

House-keeping Bachelors

Give them all Hi-Jacs, the colorful coasters that really work! Just $1.25 and $2 for set of 8, gift-boxed. Buy now at all good stores.

THE HI-JAC CO.

Fort Payne, Ala.



Doors: "Rezo" birch flush, Paine Lumber Co., Ltd. Oshkosh, Wis.

Finish flooring: Playroom and maid's room, "Tile-Tex," Flintkote Co., Chicago Heights, Ill. Entry and kitchen floors, Goodyear Tire & Rubber Co., Akron, Ohio.

Hardware: Overhead garage-door hardware, Minnesota Overhead Door Corp., St. Paul, Minn.

Plumbing fixtures: Kitchen, utility room, and master bath, Crane Co., Chicago, Ill. "Neo-Angle" cast-iron tub in children's bath, American Radiator and Standard Sanitary Corp., Pittsburgh, Penna.

Heating: Copper coils, Chase Brass & Copper Co., Inc., Waterbury, Conn. Circulating pumps, Bell & Gossett, Morton Grove, Ill. Controls, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

Heating insulation: "Fiberglas" slabs on grade and ceilings, Owens-Corning Fiberglas Corp., Toledo, Ohio. Lath and sheathing, Simpson Logging Co., Seattle, Wash.

Sound insulation: Rockwood in study, Johns-Manville, New York.

Acoustical tile in playroom and maid's room, "Fibretone," Johns-Manville, New York.

Lighting: Louvered recessed fixtures, Kurt Versen, Englewood, New Jersey.

Kitchen equipment: "Waste-King" garbage disposer, Given Mfg. Co., Los Angeles, Calif. Dishwasher, Hotpoint, Inc., Chicago, Ill. Counter tops, The Formica Company, Cincinnati, Ohio.

Laundry equipment: Washer and dryer, Westinghouse Electric Corp., Mansfield, Ohio. Ironer, Ironrite Iron Co., Mt. Clemens, Mich.

Furnishings, courtesy of Modern Center, Inc., Minneapolis, Minn.

THE CHALLMAN HOUSE

Foundations: Concrete block, General Portland Cement Co., Chicago.

Roofing: Pitch and gravel, Barrett Division, Allied Chemical & Dye Co., New York 6, N. Y.

Flashing and metal work: Revere Copper & Brass Inc., New York.

Windows and screens: Andersen Corp., Bayport, Minn.

(Continued on next page)



THE TABLE OF MANY USES

Extensole

Classical beauty of 18th Century styling to grace the finest home . . . genuine mahogany and selected crotch veneers in deep, rich finish, — with bright accents of exquisite marquetry and solid brass casters . . . a truly distinguished console that can be quickly enlarged for your dining pleasure. Only $118* at your dealer's. Other styles, modern and traditional, $85 to $175.

Send for folder and name of nearest dealer.

**Slightly higher in the West.*

EXTENSOLE CORPORATION • SPARTA, MICHIGAN

ELJER



Beauty

STARTS IN THE PLANNING



For a bathroom that excites admiration, architects and builders suggest style-matched plumbing fixtures. For extra beauty, we suggest Eljer, in lovely pastel colors, or immaculate white. You *will* get quality; the finish of Eljer Fixtures cannot fade, become dull or lifeless. Bathtubs have an extra-thick enamel coating, fused to a *rugged, rigid, cast-iron* base. Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids, because they are *real* china. So, be *sure* . . . write Eljer Plumbing Fixtures into your plans.

Ask your plumbing contractor, builder or architect to help you select the exact combination of fixtures you want for bathroom, powder room, kitchen or laundry. For free booklet, write Eljer Co., Box 192, Ford City, Pennsylvania.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

THREE MINNEAPOLIS HOUSES THAT COPE WITH AMERICA'S WORST CLIMATE

CONTINUED FROM PRECEDING PAGE

Glass: Thermopane in living room, bedrooms, and bath, Libbey-Owens-Ford Glass Co., Toledo, Ohio.

Doors: "Rezo" flush gumwood. Paine Lumber Co., Oshkosh, Wis.

Door hardware: Brushed chrome knobs, Schlage Lock Co., San Francisco, Calif. Overhead garage door hardware, Frantz Mfg. Co., Sterling, Ill. All hinges, The Stanley Works, New Britain, Conn.

Paints: Enamel in bath and on trim, O'Brien Corp., South Bend, Indiana. "Sani-Flat" on bedroom walls and ceilings, Benjamin Moore & Co., New York. Stain and varnish on living-room ceiling and plywood walls, Pratt & Lambert Co., Buffalo, N. Y.

Weatherstrip: Reese Metal Weatherstrip Co., Minneapolis, Minn.

Finish flooring: Linoleum in kitchen, Armstrong Cork Co., Lancaster, Penna.

Closet hardware: Knape & Vogt Mfg. Co., Grand Rapids, Mich.

Plumbing fixtures: Crane Company, Chicago, Illinois.

Heating: Oil-fired furnace, Timken-Detroit, Detroit, Mich.

Controls: Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

Lighting: Kurt Versen, Englewood, New Jersey.

CLIMATE-WISE HOUSE FOR MINNESOTA

Foundations: Concrete block used below grade and as retaining walls for garage, General Portland Cement Co., Chicago, Ill.

Structure: Combination of masonry and wood frame.

Exterior Wall Surfaces: Masonry, 4" horizontal cedar lap siding.

Flashing and metal work: Revere Copper & Brass, Inc., New York.

Windows: Andersen Corporation, Bayport, Minnesota.

Glass: "Twindow" and "Coolite," Pittsburgh Plate Glass Company, Pittsburgh, Penna.

Screens: Copper screens furnish with window sash, Andersen Co poration, Bayport, Minn.

Doors: "Rezo" flush type, Pai Lumber Co., Ltd., Oshkosh, Wis.

Door hardware: Schlage Lock C San Francisco, California.

Paints: Pratt and Lambert, In Buffalo 7, N. Y.

Weatherstrip: Chamberlin America, Detroit 26, Michigan.

Finish flooring: Rubber tile bathrooms, Goodyear Tire a Rubber Co., Akron, Ohio.

Hardware: Sliding-door tracks a special hardware for folding te race-screen, Grant Hardware Pully Company, Woodside, N. Y

Plumbing fixtures: All bathroo fixtures, kitchen sink, and laund tray, Crane Co., Chicago, Ill.

Heating: Forced air and radia heat, Surface Combustion Co pany, Toledo, Ohio.

Controls: Minneapolis-Honeyw Regulator Co., Minneapolis, Mi

Ventilating fan: Blow-Fan. kitchen and baths, Trade-win Motorfans, Inc., Los Angeles, Cal

Insulation: "Balsam Wool" walls and ceilings, Wood Conve sion Company, St. Paul, Minn.

Kitchen equipment: Dishwash and garbage disposal, Gener Electric Co., Bridgeport, Conn. G counter-top unit and gas ove Chambers Corp., Shelbyville, In

Laundry equipment: Whirlpo washer and dryer, Nineteen Hu dred Corp., St. Joseph, Mo. Iro rite ironer, Ironrite Iron Co., M Clemens, Michigan.



If you must change your grade

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



English ivy makes attractive edging for a path at the bottom of a ade where grass is difficult to mow. Being evergreen, it hides a low ne wall all year round, requires only an occasional clipping. Both ws from garden of the Walter Rebmanns. Sears, landscape architect.



The Duchess of Parma Chair

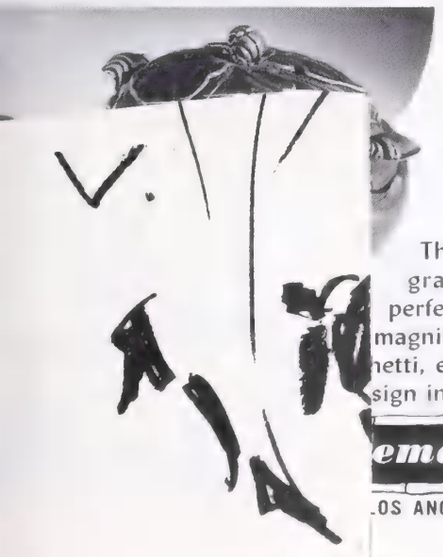
The simplicity of this lovely design is adopted from the classic treatment of the Italian Empire period. The cushion is soft and the wood used is exclusively selected Honduras Mahogany, painstakingly hand rubbed to a deep richness.

A decorator chair

by

Jamestown Lounge Co.
Jamestown, N. Y.

Ask your dealer to show you this chair



A SERVICE THAT SPEAKS OF REFINEMENT...

Tureen & Sauce by Cemar

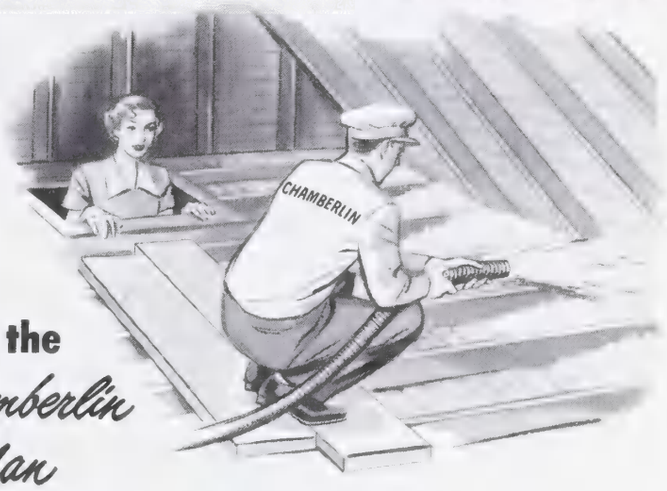
The charm of classic, the grace of modern... both perfectly expressed in this magnificient new Tureen (for netti, etc.) and Sauce Server. sign in moss green and lime.

Cemar at better stores ... everywhere

LOS ANGELES 65, CALIFORNIA

Don't tolerate fuel waste another day...

INSULATE NOW!



Call the *Chamberlin Man*



PROMPT SERVICE

NO NEED to put up with cold, heat-leaking walls and roof . . . high fuel bills. Or worry about being ill-prepared in case of fuel shortages. Call your local Chamberlin Man!

Let this insulation expert survey your *exact* needs, give you a sound job-estimate absolutely free. Then, skilled Chamberlin mechanics will *blow* fire-resistant Chamberlin rock wool *evenly* into walls and ceilings *fast, clean* and *right*. No muss, no fuss, no guesswork.

What a difference! Rooms stay warmer, healthier in winter . . . cooler in summer. Fuel bills go down—slashed as much as 30%! The money you save soon pays for your complete insulation job.

And, if fuel shortages crop up, you'll be well-prepared. Proof?—"Blown" rock wool insulation has government endorsement as a fuel-conserving measure. So call your Chamberlin Man *now*. Easy terms; 10% down, 36 months to pay.



REAL COMFORT

EVERY INSULATION SERVICE

Chamberlin, America's oldest and largest fuel saving specialists, has everything you need for snug, economical home comfort—weather strips, rock wool, calking, combination storm windows and screens. Call your local Chamberlin Man or fill out coupon, below, for additional information.

Availability of metal products subject to defense regulations.

OVER 53 YEARS OF SERVICE

Factory branches coast to coast.

CHAMBERLIN®
CHAMBERLIN COMPANY OF AMERICA

5015

Chamberlin Company of America
1254 La Brosse St., Detroit 32, Mich.

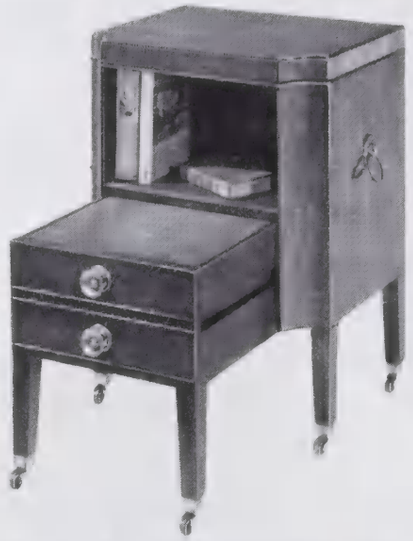
Yes, I'd like to know more about Chamberlin's home comfort services. Please send me, without obligation, free literature on:

☐ Weather strips ☐ 2-in-1 storm windows and screens
☐ Rock wool ☐ Calking ☐ Screens

Name_____

Address_____

City_____ Zone____ State_____



From the SUTTON SQUARE collection

Send 25 cents in coin for New Brochure illustrating all Regency designs . . . . to Kittinger Company, 1849 Elmwood Avenue, Buffalo 7, N.Y.

Kittinger

BUFFALO CHICAGO NEW YORK BOSTON LOS ANGELES

It's Worth MENTIONING

by Julie Polshek

Ready-to-assemble furniture kits, such as Calfab offers, call for raves. Handsomely styled, grained, fine woods; sanded satin-smooth for finishing. Nary a hole to drill. Hairline precision throughout assures factory-like, foolproof, speedy assembly by even a novice. For solid hardwood casual or dining-size chair, corded or webbed (cherry, leaf, cocoa, white), $17.95; for box-top end table, $14.95. Calfab Furniture Co., San Gabriel, Calif.





With its combined assets, molded rubber structure and a twist-locked cover, Nesco's Plia-Pail solves almost every problem a garbage pail is heir to: foraying dogs and cats, flies, clang, escaping odors, spills. It's weatherproof, shrugs off odor and acids, rinses clean. It's black with red cover, has carrying handle. A truck couldn't smash it. Slick to tote iced "cokes" or fish-catch, or stow diapers. 4½ or 7½ gal., $7.95, $9.95. Marshall-Fields, Chicago, Ill.

It's folly to tolerate poor light from table lamps cherished for their decor when it's so easy to bring their light up to the standard experts advocate. Mono-Watt's Improv-A-Lite, plus the revolutionary GE White Indirect 3-Way Bulb (150-, 100-, 50-W) do it in a few minutes. Anyone can expertly install the wired assembly (harp, plastic Hi-to-Lo 3-way socket, 8-ft. cord, clamp-on plug), $1.89. Fitzgeralds, 545 Fifth Ave., N. Y. C.



dred Corp., ... rite ironer. Ironrite Iron Co., M Clemens, Michigan.





(Continued

"TREE OF LIFE"



a **REDI-MADE DRAPERY** *panel print*

An ageless design... enhanced by modern coloring... and hand printed by craftsmen on lovely antique satin.

From an exciting group of Redi-Made Drapery Panel Prints . . . with one magnificent design running from floor to ceiling. At all leading stores.



FREE

"Decorating with Redi-Made Drapery Panels"...the story of the designs...their place in your home...including a valuable STATE FLOWER MAP.

Barrett fabrics inc.
1071 ave. of the americas
new york city 18, n. y.

How do you buy a Carpet ?





Chevron—texture like Persian lamb in three levels of looped pile. Four high-style hues in a long-lasting blend of wool and new carpet rayon fiber.

Friezette—the wool hard-twist texture long famous for its clear, clear colors. All carpets woven on power looms in the U. S. A.





Tweed—rich, rippling wool texture to add distinctive luxury to any decor. Choose from four decorator shades.

LOOK FOR STYLE
LOOK FOR QUALITY
LOOK FOR

GULISTAN

CARPET

AND BY ALL MEANS SEND FOR THE HELPFUL FULL-COLOR BOOKLET "HOW TO BUY A CARPET"—brimming with invaluable advice on that important purchase—your carpet. Be sure of choosing the carpet that brings out the most beauty in *your* home—send 25¢ to: Dept. HB-1, A. & M. KARAGHEUSIAN, INC., 295 Fifth Avenue, New York.

Beginning: a lifetime romance . . .

between a lady and her Suntile kitchen





. . . and they are going to live happily together forever after!

Real clay Suntile is so everlastingly bright and cheerful, so wonderfully easy to live with and work with—any lady would find it hard to resist!

Using Suntile's Color-Balance she can decorate her kitchen (bath or utility rooms) to her heart's content. There's an almost endless number of harmonious blends to choose from. And all in exclusive new Suntile colors.

Suntile will not tarnish, fade or stain. It *stays* bright and new-looking—even after years of hard wear and exposure to dirt, grease, steam and many acids.

Walls and floors of this real clay tile need no more maintenance than the stroke of a damp cloth. There is no refinishing, or redecorating expense ever! Enough to capture the heart of any homemaker!

To get interiors that *you'll* fall in love with, make a date with your Authorized Suntile Dealer. He has been specially trained to give you the guaranteed expert installation this fine tile deserves. You can get his name from your phone book or by writing us.

COLOR BALANCED

Suntile

. . . . . A real clay tile
. . . . Bright with color
. . . . . Right for life



"Personally Yours" a new Suntile idea book

Send today for your *free* copy of this beautiful booklet. Shows you how to express your own decorating ideas, tastefully and originally, in radiant, new Suntile colors. Write to Dept. HB-3, The Cambridge Tile Mfg. Co., Cincinnati 15, Ohio.

SUNTILE OFFERS YOU BOTH • BETTER TILE • BETTER INSTALLATION

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 162



Callers can easily read Nu Tone's electric address plate as far off as 75 feet, night or day. It's a gracious convenience: invaluable to regional safety, too, as proved by motor-accident statistics. Weatherproof device operates on bell or chime transformer (8 to 24 volts). Solid brass, $4.95; silver-gray or wrought-iron finished aluminum, $3.95, with 1 to 5 raised plastic digits (clear plastic on black). Nu Tone Inc. Cincinnati 27, Ohio.

This isn't a conventional sun lamp, so we'd better identify it. Globe's Fluorescent Sun-Lite Pin-Up Portable, to be exact. Its ultra-violet tube is designed for super-speed sunning. You can hang the unit crosswise or lengthwise: use it in spots that have no foot room. Handle makes toting a cinch; permits hand-held use also. $16.88 including Westinghouse fluorescent sunning tube. Gray. Englewood Elec. Supply, 5801 Halsted Street, Chicago, Ill.





Luckily, the tough hide of this Sloane Western Bunkhouse rug takes punishment. It needs to! The rip-snortin', colorful panorama of cowboys, Injuns, bronchos, corral views and objects stirs up lusty goings-on, we found. Periodic wiping keeps the non-fading surface of the heavily enameled, felt-base rug shipshape. Simulated wood ground. 6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′: $7, $8, $9.25, $10. Roberts-Richards, Evanston, Ill.

No kitchen or dinette window could ask for a more decorative sun shield than Columbia Mills' Fruitleaf shade. The blocked composition of fruit clusters has the quaint charm of a Pennsylvania-Dutch design. Colors that won't fade or wash off, fine shade cloth, and a laminated plastic roller unite to give the shade long life and beauty. White with red, blue and green or red-green, 6′ x 36″, $1.98. Hudson's, Detroit, Mich.





The trim housing you see is the exterior of Swing-A-Way's revolutionary Cabinet Model Can Opener. Their adhesive Magic Mount, to affix it without screws, is just as modern. Open cabinet's door and the capable mechanism attached to it is in the clear, ready for use. It boasts the famous gear-driven, self-sharpening cutting wheel found on all Swing-A-Ways; also magnetic lid-holder. $9.95. Hammacher Schlemmer, New York, N. Y.

(Continued on next page)

Here's the place to choose HOME GLAMOUR



It's simple — it's smart — and it's streamlined. This is Curtis mantel design C-6074—one of many which Curtis offers for your choice.



This little gem of a cabinet fits either into a corner or on a flat wall. Because of the low cost, you can easily afford to have a pair. Curtis design C-6561.



If you want a home that's *different*—distinctive—more glamorous—you'll find your heart's desire in Curtis Woodwork. Noted architects have devoted their best thinking to the design of Curtis entrances, mantels, china cases and other woodwork. There's enduring beauty in these fine pieces—all the charm of superb craftsmanship. And best of all, Curtis production methods enable you to have this beautiful woodwork at very reasonable cost. For additional ideas on building or remodeling, send now for the fully illustrated Curtis Woodwork Idea Book.



Here's an entrance that flatters your good taste with its charming style and detail. It is suitable for either the traditional or modern home—either one or two story house. It's Curtis design C-1742.

1866 CURTIS WOODWORK

Curtis Companies Service Bureau
564 Curtis Building
Clinton, Iowa

Please send the Curtis Woodwork Idea Book. I enclose 10c.

Name.....

Address.....

City.....*State*.....



Make your own pleats.... with **PLEATMASTER**

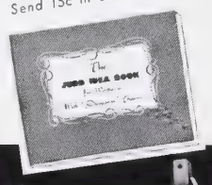


With its brand new Pleatmaster Judd has reduced drapery pleat making to a simple ABC operation any woman can do herself . . . and be justly proud. No buckrams, no crinolines . . . nothing else is needed. Each kit is complete for a pair of window draperies with ten pinch or box pleats. Pleats are permanent yet draperies may be de-pleated and re-pleated in a jiffy. This cuts cleaning bills. Ask to see Pleatmaster . . . exclusively a Judd innovation.

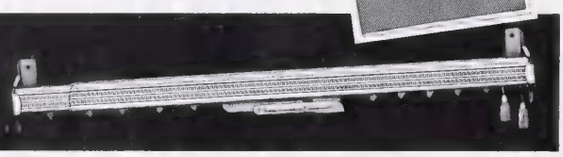
JUDD TRAVERSE TRACKS . . . In town or country . . . today's windows demand traverse track fixtures for beauty, privacy, sunshine, utility. When you plan draperies for your new home . . . or for refurnishing . . . ask for Judd fixtures. There's a Judd fixture for every drapery need. Below is one of many Judd popular traverse tracks . . . with extensions from 28" to 120". If it's regular curtain rods you want ask to see Judd's thimble-tip. Saves curtains . . . saves money . . . because never a snag. Get Judd drapery fixtures at department, house furnishings and hardware stores . . . mail order or chains.

H. L. JUDD COMPANY, Dept. HB • WALLINGFORD, CONN.

GET THIS BOOK
It's chock full of information to help you get utmost beauty and utility from your windows. Send 15c in coin.



JUDD





Make your clothes and linens last longer!

use **PEARL-WICK®**

self-ventilating Hampers made of STEEL-RIBBED DUROWEVE®

Every Pearl-Wick hamper "breathes" fresh air through *thousands* of non-clog air vents . . . bars destructive mildew and odors. Roomy, *All-Clear* interior; no bulky wood framework to snag or catch! Rustproof! Lightweight! Won't dent, bend or bulge! Decorator colors; easy to clean. Get the *genuine* Pearl-Wick; you'll save work, time, money!

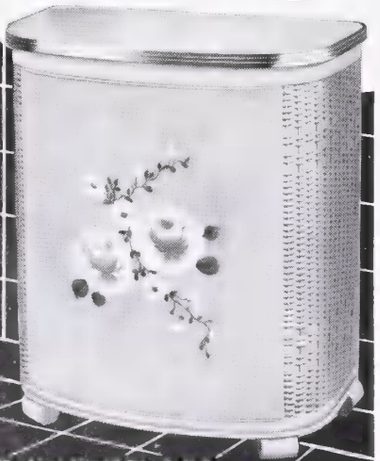
New! Pearl-Wick "FLORAL". Hand-decorated hamper .....from $9.95*

Guaranteed by Good Housekeeping



New! Pearl-Wick "DOR-O-MATIC". Self-emptying DOOR OR WALL HAMPER $4.95*









New! Pearl-Wick "ROUNDER". Ideal for small bathrooms $7.95*

*Prices slightly higher West of Mississippi

PEARL WICK CORP., Long Island City 2, N. Y.

IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



A 17th-century documentary print contributes the nostalgic theme of this delightful Gibbs House Paul Revere décor; 1951 technology, the Vinylite plastic that makes the finely fashioned ensemble so carefree and serviceable. Yet, the quilted top of the spread looks and feels like chintz patchwork. $9.98 (twin, double). Draperies $3.49. Maize, green, or blue with correlated print. Jordan-Marsh, Boston.

A new plastics wonder! The actual weave, touch, and look of linen, plus 3-dimensional detailing. Scan, too, the services of these lush Linen Tulip Plastimats: great heat stamina and a firm, scratchless table grip. The supple Vinylite won't wrinkle or curl, rinses clean. Virtually tear- and mar-proof. White, yellow, brown, dk. green, lt. blue, gray, chartreuse, natural, coral. 4, with coasters, $3.50. Malcolm's, 524 N. Charles St., Baltimore, Md.





A powerful, permanent magnetic base grips this portable electric-light unit with a 50-pound pull to round or flat metal surfaces. Lest you think Miti-Mite's worth ends there, we hasten to add that a ball-and-socket at the base and adjustable elbow, above, provide and maintain precisely the light angle wanted, even pin-point lighting. $8.50, with a 25-W and 40-W bulb and wood case. Rayl's, Gresivold at State, Detroit, Mich.

Aerating frozen orange juice is the principal mission of this sleek aluminum beaker, as its name "Orangeaire" tells you. To make sure it pays its way to the full, the Fahrenheiter people designed it to double as a cocktail shaker. Its 40-ounce capacity is an asset for both uses. Channelled chassis is calibrated for diluting frozen concentrate. Plastic-cork closure is deep, tight. $9.50, Hammacher Schlemmer, New York, N. Y.





Once you load Magic Stitcher with a spool of thread, the initial threading carries on and on. It needs rethreading only when the spool is spent or other thread is wanted. It sews with a knitting-like loop-lock stitch, large or small, that's equally useful for blind hemming, basting, overcasting, shirring, or smocking. The timesaving device handles elastic thread, too. Made of durable plastic, $2.95. Albin Enterprises, Beverly Hills, Calif.



Polka-dot décor has such universal appeal that this newest Princess Shelf-N-Edge pattern may well become the clan's belle. The photographic reproduction of hand-embroidered organdy is rendered on crisp, durable plastic that has a glass-like look. Folding the shearable sheet (15" wide) on its precreased line does the job. Red, blue, green, yellow, on white. 30-ft., $3 (4 matching place mats, $2.50). Crane's, 419 E. 57th St., N. Y. C.

Swiveling the TV screen to suit the moment's need has it all over shifting furniture. The full turn provided by this swivel-top (22" x21") television cabinet by Rockford Special Furniture directs the screen to wherever the viewing group is, or wants to sit. Magazine shelf and cupboard for 12-inch records or miscellany are useful "pluses." 28" high. Dark or bleached mahogany veneers, $49.95, $57.50. Carson's, Chicago, Ill.

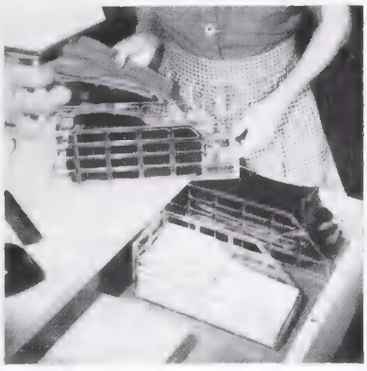


TV SET, COURTESY DUMONT



What a way this Leisurehouse Laundry Hamper has with stairs! Its unique, rubber-tired chassis and handle let it ascend and descend blithely and safely. A whiz on flat terrain, too. When the table-height cart serves you at tub or ironing board, its handle hides away. Roomy muslin basket and clothespin bag snap over white-enameled, rustproof steel frame. $9.95. Leisurehouse Inc., Box 1959, Wichita, Kansas.

Our constant hunt for devices that organize the contents of storage spaces for easy access, turned up these clever Atlantic plastic trays. Trellis walls afford a grip anywhere: cutaway makes it easy to reach in. Designed with an eye to his gloves, socks, etc., but just as useful for her miscellany. Smooth, crystal-like trays are 4½" x 4½ x 11" or 14½" long; sturdily built. $1.25, $1.50. Atlantic Plastics, 585 Boylston Street, Boston, Mass.





This perky Val-Treat makes fast, easy work of dressing windows, especially those with problems. It's a new valanced version of the well-known Rodless Windo-Treats that stretch to fit any window, then latch to five hooks affixed to window or wall. Everglaze chintz valance and permanent-finish nylon side ruffles are in one. Red, blue, green, gold, wine, dusty rose, for single or double windows. $3.99, $4.99. Bloomingdale's, New York.

Spode THE FINE ENGLISH DINNERWARE



Among the many distinguished patterns of Spode, you are sure to find one that is exactly suited to your home. To help you make the correct selection write today for Booklet 41.

Wholesale distributors

COPELAND & THOMPSON, INC., 206 Fifth Avenue, New York 10, N. Y.

BUY A LITTLE—BUT BUY THE BEST

No matter how you keep your silver



Only **PACIFIC** *Silver Cloth prevents tarnish*

. . . keeps silverplate and sterling bright as new always

Available in . . .

Chests • Rolls • Bags • Wraps
Yard Goods. In leading jewelry and department stores. Write for booklet and name of nearest dealer to Pacific Mills, Dept. KK3, 1407 Broadway, New York 18, N. Y.

Why waste time polishing silver? This amazing cloth, a rich mahogany color that flatters your silver, keeps it bright without polishing, always ready to use. Only Pacific Silver Cloth contains a silver compound that filters tarnish from the air. It never needs to be replaced. Look for the identifying label. Recommended by leading silversmiths.

It's **PACIFIC** *Silver Cloth* MADE BY PACIFIC MILLS . . .

Weavers of Fine Cottons, Rayons, Woolens and Worsteds



PERFECT Sandwiches, Canapés, *in a jiffy!*



Here's party fare beyond compare. Sell's three distinctive spreads are easy to use, economical and simply delicious. Smart New York party givers have served and happily gobbled up millions of tins in the past few years. Try them once. You'll never be without them! Serve straight from the tin OR invent wonderful new taste thrills . . . add chopped olives . . . sherry . . . chopped crisp bacon . . . whole capers . . . chopped pickled onions . . . chopped toasted almonds. Then serve on potato chips, on hot toast triangles, on little rye bread chunks or on crispy crackers. Sell's Party Spreads* have endless possibilities.

*Children LOVE Sell's Pâte sandwiches.



SELL'S LIVER PÂTE. Smooth, rich liver blend. It's simply delicious.

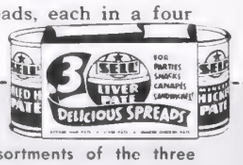
SELL'S MINCED CHICKEN PÂTE. Chicken, Chicken broth, celery and onions. It's luscious.

SELL'S DEVILED HAM PÂTE. Smokey ham spread, deviled with spices.

Try All Three Today!

AT ALL FOOD STORES in metropolitan New York. Also available in New England, California and many other localities. IF *your* food dealer does not have Sell's Pâtés urge him to stock them but meanwhile don't be without them yourself for those festive special occasions.

SEND $1.00 DIRECT to us and we will, by return mail, send you a Sell's Party Package containing one each of these three simply delicious, highly versatile, party spreads, each in a four and a half ounce tin.



Sell's Specialties, Inc. T.C.3
730 Fifth Avenue, New York 19

Send me by return mail_____Party Package assortments of the three Sell's Pâtés, at $1 per package, postpaid.

Name_____

Address_____

City_____ Zone_____ State_____

My food dealer is_____



By Julie Polshek

The slate of fine pantry shelf candidates gets longer, more varied, and more epicurean all the time. These days, tried-and-trues stand can-to-can with epicurean and exotic delicacies, representative of both regional American and foreign culinary artistry—allies of great worth, one and all; ready to step into the breach for emergency meals and entertaining, "rainy days," or to speed a meal to the dinner table.

I've gathered a representative group of the most recent additions to the pantry shelf realm to prove my point. Their ranks cover a wide front—meat, fowl, seafood, soups, desserts for both party and everyday fare.

A recent newcomer from France is just about the most epicurean delight that ever stepped foot out of a can. In its native tongue, it's called Marque Alsace-Lorraine Coq au Vin, or rooster in red wine, to get back to ours. The half rooster, delectably accompanied with tiny button mushrooms, is lavishly dressed in a sauce that bears high witness to the great artistry in that realm for which the French are renowned. It is superbly blended, laced with herbs and spices that assert their presence just enough to add scintillating nuances to the Red Bordeaux wine that is the foundation of the sauce.

The tender meat has a firmness rarely encountered in canned food. The disjointed half fowl emerges from the can intact, enriched with the deep, full flavor of the sauce in which it's been simmered. Not a clue that it ever saw anything so mundane as the inside of a can. The 30-ounce can provides portions for three. Be sure that you have plenty of crusty bread on hand to sop up every last drop of the sauce. The price is $5.25. (Charles & Company.)

Berkshire Game Farm whole Mallard duck in natural broth enhanced with Vermouth is a delectable example of our own skillful native way with birds. No wild-shot ducks, these. The elite birds are known as wild-strain; especially bred for gourmet eating, in mammoth outdoor pens that enable them to lead a reasonably wild life. The important difference between them and their unfettered brethren is the scientific balanced diet of selected grains to which they're restricted. The end result is a plump, meat-laden bird; tender, delicately flavored meat that gives you the inimitable Mallard savor without gaminess.

Like the Coq au Vin, the meat is firm and intact. The delicious bird slides out of the can whole, ready for a 20-minute browning session. Plenty of broth to make gravy for gobs of wild rice that should, of course, accompany the bird. $6.45 for the 3-pound can. (Charles & Company and Vendome, Inc.)

Another example of American culinary ways with fowl is Meeting House Chicken & Olde Time Dumplings from the Pennsylvania-Dutch country. As homey as the foregoing two are exotic, but in its scheme of things, equally tasty. It's a chick-

ot pie in the distinctive man- of its regional culinary concocted from boned chicken , sliced potatoes. Dutch dump- , that closely resemble over- l German spaetzel, and a lavish unt of rich-flavored chicken y that gives evidence that the nsylvania-Dutch folk know a g or two about gravy, too. All sampled it with me commented s homemade quality and tasti- There's a 3½-ounce chicken- content in the can—far more it sounds because most of us wont to think of weight in s of unboned fowl rather than d meat. If, when the can lid nleashed, a seemingly sparse unt of meat greets your eye, because it's disbursed through- he mixture. Two 20-ounce cans $3.25. (Charles & Co.)

Hat turkey breast meat gives just the tender meat itself just enough broth to keep oist in the jar. Use it as you for quickly-prepared hot es, sandwiches or whatever. its name tells you, the pack 00% white meat. It's fine qual- neat, expertly cooked, and ex- ingly flavorsome. There's a lot neat in the 16-ounce jar. A nty useful item for anyone's pantry shelf. The price is $3 for 2 jars. (Charles & Co.)

Even such ready-mixed foods as chicken croquettes can stand by awaiting further orders. Open the can, shape the mixture into cro- quettes or cutlets, dip them into beaten egg and into crumbs (as should be done with all croquettes to give them their just due), brown them, and in short order you have the main course for luncheon or dinner, whatever the need. A goodly amount of minced chicken meat, chicken stock, bread crumbs, milk and flour make up Bellows Fancy Chicken Croquettes; the mixture is tastily seasoned with onions, celery, and spices, held in abeyance to let the chicken flavor stand out. The finished dish as it comes to the table, topped with the sauce of your choice, makes mighty good eating, tasty and light-textured. Three 20-ounce cans cost $3.15. (Bellows' Gourmet's Bazaar.)

The Argentine is the birthplace of an unusually choice corned brisket of beef. The elite of the elite, you might say, brisket being the choicest cut of corned beef. The saltiness is subdued, which I think commendable, so it doesn't

(*Continued on next page*)

designed by forest wilson

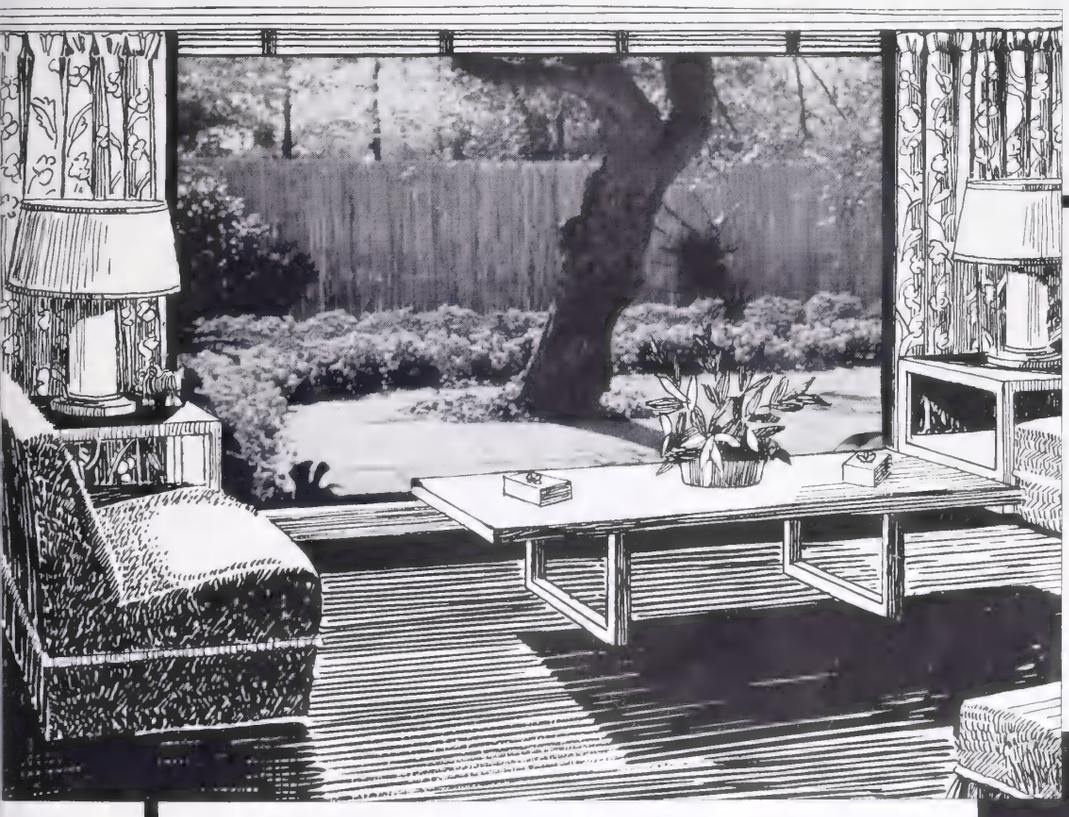


the incomparable pasadena
dramatic

gracious furniture for gracious living

Futorian FURNITURE

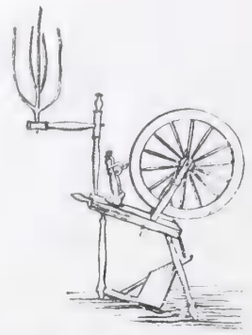
futorian manufacturing company
1139 american furniture mart, chicago 11
or 1656 merchandise mart, chicago 54



- *Standard sizes to fit every need*
- *Adjustable to any level*
- *Opens and closes at the flip of a switch*
- *Pittsburgh's Twindow gives built-in insulation*
- *Durable bronze screen gives built-in ventilation*

THE ONLY PICTURE WINDOW THAT OPENS ELECTRICALLY

VITA
AUTOMATIC WINDOWS, INC.
101 PARK AVENUE • NEW YORK 17, N.Y.



Bring a breath of
Old New England
in your home.

Luxurious, distinctive as only New England hooked rugs can be. Enduringly beautiful . . . as only sturdy, richly dyed, 100% virgin wool yarns can make them.

Priscilla Turner
HOOKED RUGS



Only Priscilla Turner Hooked Rug is signed by its creator.

In exquisite, colorful designs and sizes to harmonize with any decor, you will find New England thrift in today's prices.

For Brochure and the name of your nearest dealer, write

Priscilla Turner
RUG GUILD
TURNER • MAINE

PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

crowd out the flavor of the meat itself. As tender and juicy as one could ask and not guilty of the stringy texture often encountered. It's firm enough to slice thin for cold snacks. A blanket of soft aspic affords the necessary liquid for heating if you want to serve the brisket hot. $2.65. The can weighs 2 pounds. (Charles & Co.)

Devotees of tripe will find the RR Tripes à la Mode de Caen (it's tripe and boneless beef feet with gravy) from France much to their liking. A smattering of tomato sauce adds its bit in the thick gravy, but the Armagnac brandy and white wine, with which it's laced, add the really important extra-something that flavors its artful blending. Here is just another example of French skill in such matters. The meat is tender and in large, firm pieces. A dish that will win special favor from the menfolk. Two 8-ounce cans cost $2.25. (Charles & Co.)

The seafood group, next on the docket, has some mighty exciting newcomers to the canned-foods realm. A shining example is Shelter Island Oyster Purée. The moment I spotted it I began mentally tabulating the host of culinary roles it could play. Flavoring for fowl stuffing or creamed fish sauce, for instance; and what could be more perfect than its purée form for such dishes as soufflé, rarebit, croquettes, or a bisque. Not a thing but oysters in its make-up. The choicest oysters from certified, deep-water beds at the eastern tip of Long Island are culled for the purpose. Then speedily follows the processing that makes sure not a mite of their sea-fresh flavor escapes. Shelter Island oysters are considered by many people (yes, I know I'm treading into a controversial arena) to be as fine as American waters yield. A virtue of the unique purée that merits emphasis is that its flavor is true, unadulterated by a single other thing—the same result you'd get if you puréed fresh oysters in your own kitchen. Four 4½-ounce cans cost $2.25; two 9½-ounce cans, $2.20. (Vendome, Inc.)

Some new and unusual additions to the Bon Vivant family are on the horizon, too. It's a clan known for its fine quality, and the newcomers are no exception. First, there's a new group of à la Newburgs never before put up in pantry-shelf form, to the best of my knowledge: crabmeat, shrimp, frogs legs, and a mixed seafood version of lobster, shrimp, and scallops. The Newburg sauce, provided all the members of the delicious foursome, is made with honest-to-goodness cream, nut butter, and egg yolks; fine sherry adds the final fillip. Without meaning to cast any aspersions on the inherent goodness of the sauce, may I suggest the addition of a wee bit of cream and sherry a few moments before serving time. The processing through which these foods must go after they're sealed into their cans, tends to mitigate the flavor slightly. The suggested procedure compensates for it. I provide these flavorsome Newburg concoctions with some patty shells and you have fare of company stature. A Bon Vivant Newburg Sampler, comprising one 10-ounce can of each of the four varieties plus one of the lobster variety (1 available) costs $5.50. (Vendor

Bon Vivant have still another newcomer which falls into the soup group: soups. It's a shell-fish bouillabaisse that blends lobster, scallops and oysters with a delicately flavored broth containing fine chopped onions and tomatoes. Herbs, olive oil, and sherry also lend a hand in enhancing the full-bodied flavor of the blend. The 10-ounce cans are priced at $2 (Vendome, Inc.)

Alligator soup was news to me and, frankly, I wasn't sure I welcomed the innovation. But when I spooned into it, I took quite a shine to the hearty, spiced concoction. It's a thick soup, brown in color, similar in those respects and in its flavoring, to soups that hail from the Creole area of Louisiana. The Ross Allen alligator soup, however, is a Florida offering of the Ross Allen Reptile Institute in Silver Springs. The diced alligator meat is augmented by tomatoes, celery, onions, potatoes and carrots. It all adds up to mighty fine soup fare. Three 12-ounce cans cost $2.50. (Vendome, In

Bellows Maryland Snapper soup with sherry is also a thick, brown soup, likewise reminiscent of Creole varieties. Here, however, you find largish pieces of the meat of choice Maryland snapping turtles, a variety that ranks with terrapin in many circles. Chopped eggs, and bacon and sherry will round out the ingredient roster, plus, of course, the all-necessary

Why climb stairs?



The SHEPARD HomeLIFT is the practical solution for any member of the family who cannot or should not climb stairs. Safe, easy to install and operate, and moderately priced. Representatives in all principal cities. Write for descriptive bulletins.

SHEPARD
THE SHEPARD ELEVATOR CO.
2434C1 Colerain Ave.
Cincinnati 14, Ohio

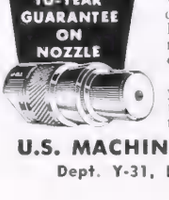
CUT YOUR HEATING COST...NOW



WITH THIS SENSATIONAL
***LOW PRESSURE**
WINKLER
LP* OIL BURNER
WITH CLOG-PROOF NOZZLE

Why pay extravagantly for winter comfort? Regardless of the kind of fuel you are now using or the type of heating plant you have, you should see the Winkler LP*. This sensational oil burner is making amazing savings for home owners the country over. Costs even less, in many cases, than hand-fired coal.

The Winkler LP* is a *low pressure* burner, featuring a clog-proof Nozzle and positive-action Fuel Meter. It can be sized to the exact heat requirements of your home—saves heat usually wasted up the chimney—cuts service costs. Winkler LP* owners report oil and money savings as great as one-half!



Send for literature or see your Winkler Dealer—there's still time to cut this winter's heating bill.

U.S. MACHINE CORPORATION
Dept. Y-31, Lebanon, Indiana

ces and seasonings. I might add t the tasty merger goes lighter pepper than some similar soups. at will be to the liking of many, l call for an extra dose of pep- by those who like more fire. 15 for 6 cans. (Bellows' Gour- 's Bazaar.)

in Gabels, whose soups for the st part, light a young bonfire on way down, have a new one, am of Artichoke and Pimento. t's mellow and delicately fla- ed. It's a thick, ever-so rich éed soup, well fortified with l cream and a base of chicken ck and concentrated chicken at. The label tells you that atoes, carrots, celery, and pars- are also among those present, ng with herbs. But the many l sundry constituents evidence mselves to the palate as a de- ous team. Only the scintillating dertones of the delicately fla- ed soup gives evidence that ny good things have contributed ir all. The soup is delicious hot; ially good served icy-cold in manner of vichysoisse. Four ounce cans cost $2.20. (Ven- ne, Inc.)

êpes Suzette in pantry-shelf form n't new but the Chanticlair nd are. They're extra delicious. ht as a feather and equally de- ate in flavor, embellished with heavenly moistening liquid to ich imported curaçao. Grand rnier, and brandy all contribute ir goodness. When that delicious ssing combines forces with the zette Delight Sauce, which is the ning mate of the crêpes, the m gives rare palate delight. e crêpes emerge from their jar by one, each in the form of a ded napkin, rather than the re prevalent rolled form. Makes it very easy to transfer them to a chafing dish (definitely pre- ferred) or heat-proof dish for slow heating in a few spoons of Suzette sauce. The sauce itself, as it leaves the jar, is of a hard consistency that readily liquefies during the heating process. It's a combination of butter, sugar, egg yolks, grated orange rind, and the same "hard" ingredients found in the crêpes' broth. When the occasion calls for the extra-special flambéeing touch you pour a spoonful of lighted brandy over-all, and serve the de- lectable offering forth in all its blazing glory. The crêpes provide for four: the sauce jar will dress them lavishly with a reserve to use as a topping for other desserts. The pair costs $3.75. (Vendome)

Although sardines belong in the snack division rather than with the foods that have gone before, news of the first arrival since World War II of the famed Le- Marchand brand of French sar- dines in olive oil is too good to keep for a later time. They are considered virtually the finest to be had. One version of the 4½- ounce can provides the superb morsels intact with skin and bones; no French gourmet would sully his palate eating them other- wise. In the opinion of such con- noisseurs, the fillet version dimin- ishes the sardine's flavor. A bone- less-skinless type is also available, however. Why not try both types and decide for yourself? A unit of 2 cans of each costs $2.65. (Vendome, Inc.)

Addresses of three sources men- tioned are: Charles & Co., 340 Madison Ave. Vendome, Inc., 415 Madison Ave. Bellows' Gourmet's Bazaar, 67 E. 52nd St., all New York, N. Y.

ld-fashioned comfort for newest style of living . .

TELL CITY CHAIRS

Early erican

u need hunt no farther than r favorite furniture store for eal "find" in chairs that tch your ideas of antique uty and your notions of mod- value and comfort! TELL Y Ladderbacks come in a iety of patterns, in side, arm rocking chairs—at prices ry room can afford!

CITY CHAIR CO., Tell City, Ind. TE DEPT. 3 for Free "Guide to d Chairs" and decorator booklet.





dyna-tension EVERETT

PLAYING or listening, it's easy to recognize the tonal superiority of the Everett. For this piano has *dyna-tension* . . . heavier, longer strings under greater tension . . . the first important development in small pianos for generations! Before you invest in any piano, spinet or grand, see and try the Everett, only piano with *dyna-tension!*



WRITE TODAY FOR FREE CATALOG

Illustrates beautiful furniture-styled models in room settings. For free copy and name of your nearest dealer, write the Everett Piano Company, South Haven 15, Michigan.

BROOKPARK

Modern design for dining

styled by joan luntz

Now you can stop

worrying about breaking, cracking or chipping your dinnerware in every day use. Beautiful Brookpark, molded of durable, easy-to-wash Melmac, is the practical way... the lovely way...to serve!

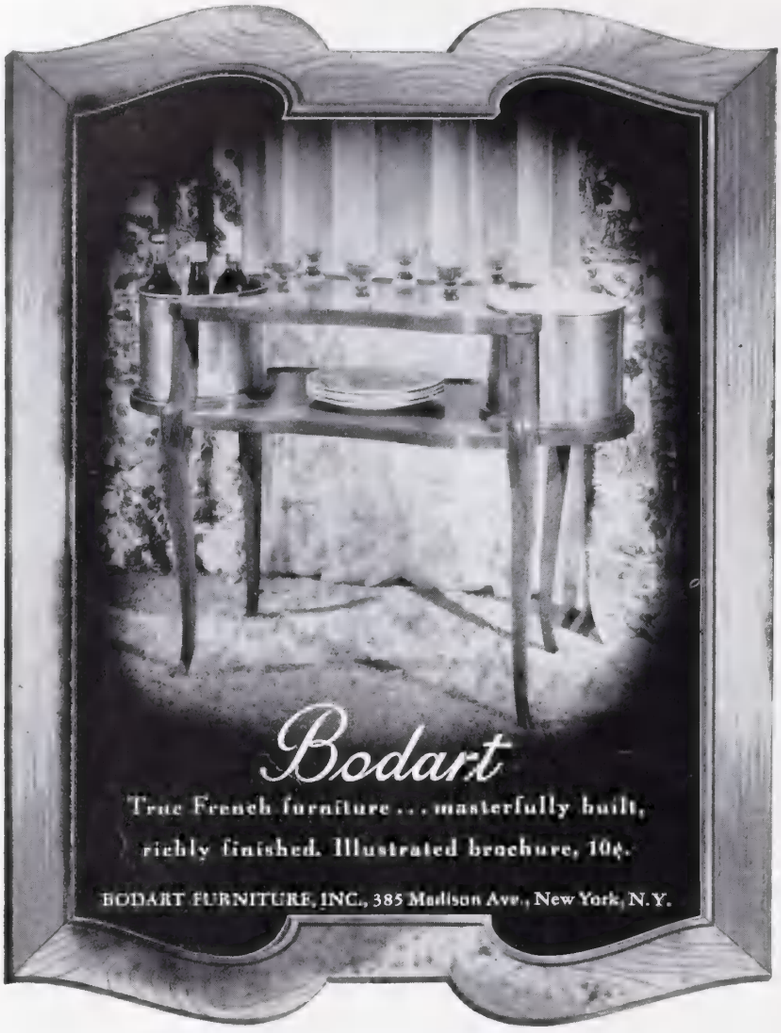


16-piece starter sets and open stock.

chartreuse
burgundy
emerald green
pearl gray

At fine stores everywhere. Write today for descriptive folder. Dept. HB1

International molded plastics, inc. • cleveland 9, ohio



marble | window stools



Marble is the most practical and economical of all materials for window stools. It is easily maintained, and affords great savings year after year by eliminating the costly redecoration and refinishing needed by other materials.

Literature available. Write today to:

MARBLE INSTITUTE OF AMERICA, INC.
108 FORSTER AVENUE, MOUNT VERNON, NEW YORK



■ Hedges are coming back into favor because of our increased ne today for privacy. And their maintenance has been made easy by t development of electric hedge trimmer. So where zoning law prohi walls and solid fences, screen outdoor living areas with hedg

Hedges pay off in privacy

PHOTOGRAPHS BY MAYNARD PA



● A two-level hedge makes an effective screen where there is sharp change in grade. To keep your hedge thick, feed generousl trim regularly. Never let it grow more than 1½ to 2 inches above th desired height. Eckbo, Royston and Williams, landscape architect

(Continued on page 175)



the newest fashion in venetian blinds

Flexalum®

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

wipe-clean plastic tape† and snap-back aluminum slats



The only tape that's so smooth even sticky jam can't get a grip! Dust can't cling either: one stroke of a damp cloth chases the stubbornest grease and dirt. No tiresome scrubbing, no tub-soaking... remarkable Flexalum tape cuts cleaning time from hours to minutes.

won't shrink or stretch won't fade







Bend them . . . abuse them . . . you just can't spoil the good looks of these aluminum slats! Exclusive spring-tempering process makes them snap back to perfect shape. Finish is baked on, won't fade or discolor. Only Flexalum slats have this 2-way beauty treatment!

won't chip or peel look for this mark!





† patented

Ask to see the hidden Flexalum trademark on both slats and tape. Send for FREE booklet, "How to choose your venetian blinds".

WRITE DEPT. 15, HUNTER DOUGLAS CORPORATION, RIVERSIDE, CALIFORNIA OR 150 BROADWAY, NEW YORK 7 • IN CANADA, HUNTER DOUGLAS, LTD., MONTREAL, QUEBEC.

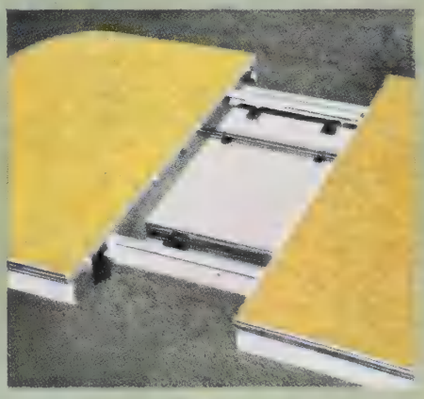


Damage-resistant Natcolite "Nevamar" tops are an extra-value feature of all Lloyd Chrome Plated Dinette tables.

Lloyd

Chrome Plated Furniture

New Convenience—New Beauty! This beautiful "bow-end" table No. 161½ (the chairs are No. 108) with Chrome Plated or Enameled skirt stores its extra leaf—ready to seat six in a jiffy.



This new Lloyd table stores its own leaf ready for instant use.



Leaf unfolds, extending table with no change in height of top!



Smart Space-Saver—*Another Lloyd "first" is this drop-leaf table No. 557 which folds so compactly for use as a console table.*

Gay choice for moderns who look ahead

The bright, gay beauty of Lloyd Chrome Plated Furniture gives a festive note to the simplest breakfast—or a "company-best" dinner. And the Lloyd tag on every piece is your assurance of the *right* choice for years of usefulness as well. For Lloyd Chrome Plating is noted for its extra quality. Lloyd experience brings you table tops that resist damage from wear and tear, alcohol, boiling water—even cigarette burns. The smartly designed chairs have plastic coverings in a wide range of patterns which keep their gleaming beauty through long, long service. You'll find extra pleasure, too, in the *smooth* trouble-free action of extension and drop-leaf tables—and it's a joy to know that every gleaming, damage-resistant surface will swish bright and clean in a jiffy!

See the wide variety of Lloyd dinette and kitchen furniture at your favorite department or furniture store today. Lloyd Manufacturing Company, makers of Outdoor Furniture and the famous Rock-A-Feller Chair. Menominee. Mich.

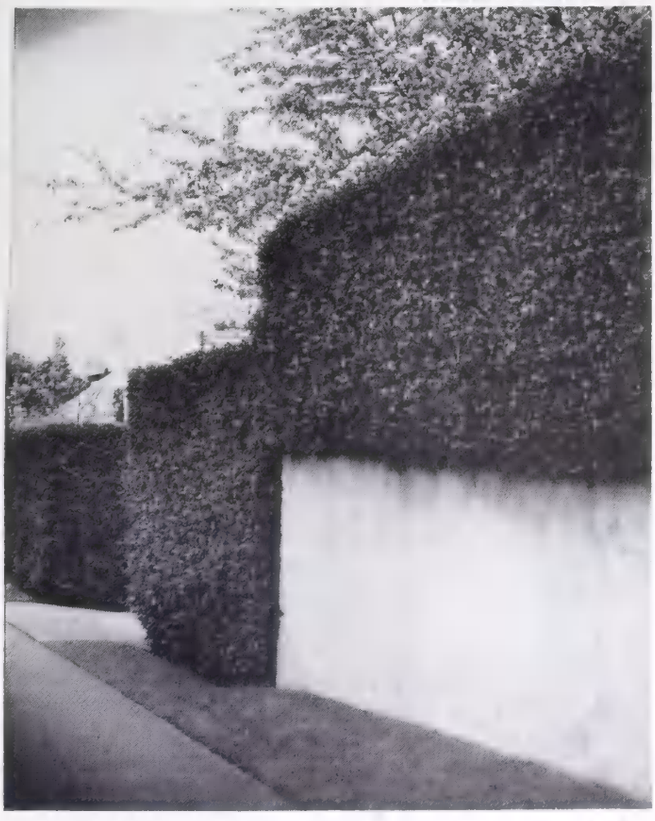
HEDGES PAY OFF IN PRIVACY

CONTINUED FROM PAGE 172



• A hedge doesn't give an offensive, stand-offish look where a fence might. You can use hedges under trees if you give them extra water and plant food. Keep the tree trimmed up so that the hedge will get some sunlight. Remember that it is important to train your hedge right from the start. Don't wait until it has grown wild to shape it.

PHOTOGRAPHS BY MAYNARD PARKER



• This well-kept hedge is used atop the stone wall to overcome the forbidding look that the wall alone would have given if built to the same height. Never try to shape your hedge to the contour of the slope. Top should parallel the spirit-level, not the ground. Use a step down to lower height when necessary. Hedges should be widest at bottom.

For the sheer delight of a fine California Sherry



...ENJOY CRESTA BLANCA'S RENOWNED TRIPLE CREAM SHERRY... magnificently full-bodied, abundantly smooth and rich. Perfect before or after dinner, or with dessert. Serve it soon, delight your guests. ANOTHER FINE WINE FROM CRESTA BLANCA WINE COMPANY AT LIVERMORE, CALIFORNIA.

Cresta Blanca Wines — acclaimed at 16 International Wine Judgings ...consistently honored both at home and abroad

CRESTA BLANCA

Consistent Winner of Major Wine Awards Since 1889

Beautiful **BUENILUM** Scintillating metal Hostess Service accessories.



Styled in the incomparable Buenilum manner by Frederic Buehner, this handled casserole has a two-quart Pyrex insert. Approximately $9.50 at better dealers everywhere.

Write to BUENILUM 225 Fifth Avenue, New York 10, for folder and name of your nearest dealer



MODERN TABLES
by *Imperial*

A distinctive group for living and dining room. Beautifully crafted of genuine mahogany and richly finished in Sahara Mahogany or Cordovan.

Look for the famous Imperial Green Shield, America's Best Known Furniture Trade Mark.

IMPERIAL FURNITURE COMPANY, Grand Rapids, Michigan

Founder Member Grand Rapids Furniture Makers Guild

Imperial Tables are made and sold in Canada under the name Deilcraft-Imperial



Get the beautiful **TRUSCON**

Double-Hung Steel Window catalog!

Full-color pictures, and complete descriptions of these handsome, modern steel windows. Harmonize with every type of architecture. Can't rot, warp, shrink or swell. Fingertip control. Factory weatherstripping cuts heat loss and fuel bills. Ready to install. See your local building supply dealer or building contractor for estimates. Use coupon for FREE literature.

TRUSCON STEEL COMPANY • 1315B ALBERT ST., YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

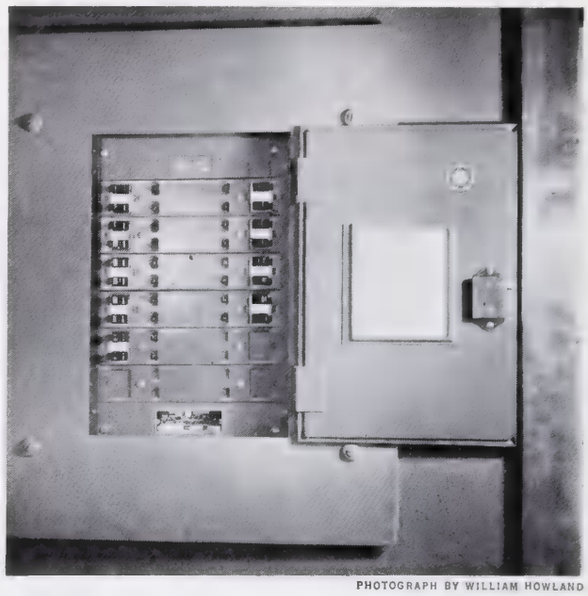
TRUSCON STEEL COMPANY • 1315B ALBERT STREET, YOUNGSTOWN 1, OHIO

Please send me free illustrated literature on all the features and special advantages of Truscon Residential Steel Windows and Steel Doors.

Name .....

Address .....

City ..... *State* .....



PHOTOGRAPH BY WILLIAM HOWLAND

• This is one of the two service equipment panels required for Hotpoint House. Located in the garage where it is easy to get at, this carries the main switch or circuit breaker.

What goes on behind the walls?

By Charlotte Conway

It seems obvious that there must be a well thought-out and adequate electrical wiring plan for any home or family that wishes to take advantage of all the aids to comfortable and convenient living inherent in modern appliances. Yet, because wiring is concealed within walls where you don't see it, it is too often taken for granted. Time after time the homeowner finds his wiring unequal to the electrical load he wishes to place upon it. The Hotpoint House of 1950, shown on pages 82 to 91, could not have been so well organized for electrical living if it had not been properly wired to start with.

Each house and family naturally has slightly different wiring requirements. There are three general principles to keep in mind in addition to the fact that your wiring must conform to the National Electrical Code and local or state regulations.

First, the amount of wiring does *not* necessarily vary with the size of the house. Often a small house takes almost as much as a big one, for both have about the same electric kitchen equipment, both have electric lights (though one may have more than the other), both may have water heaters, refrigerators, washers, etc.

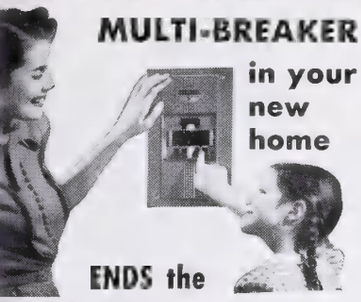
Second, a house should be wired not only for today's needs, but also for those anticipated. You may not have an electric laundry or freezer today, but will want them eventually. At some future date you may also want electrical conveniences which are unknown to consumers today.

Third, it is far less expensive, and involves far less tearing-up with its inconvenience and dirt, to do a good wiring job to begin with, even if it seems like a waste of money at the moment.

The service entrance conductors are the arteries which connect your house to the power company's system. The Hotpoint House is equipped with three No. 0 wires. The power company generally has a minimum size which you may wish to exceed to take care of future expansion.

Next comes the service equipment panel with the main switch or circuit breaker. In a fully electrified house, like the Hotpoint House, it is essential to have more than one of these panels. Here, there are two panels (one illustrated), one of 100-ampere rating,

A Cutler-Hammer MULTI-BREAKER



in your new home

ENDS the

lown fuse Nuisance forever!

A Cutler-Hammer Multi-Breaker ends the own fuse nuisance forever. No longer will u have to hunt fuses in the dark . . . break off in the midst of preparing a eal to go to the store for the new fuses u forgot to buy. No longer will you have stumble down dark cellar stairs and mble in the old fuse box wondering what do. The Cutler-Hammer Multi-Breaker installed in the kitchen or any other con-nient place. When service goes off, all u do is reset a tiny lever that has snapped t of position. Nothing to buy. Nothing replace! Service is restored in the inkling of an eye, even by a child! The erage new home can have this modern d safe protection for less than $8.00 ad-ional. Also easily installed in old homes. hat are *all* the facts? Write today for free booklet "Goodbye to Fuses."

UTLER-HAMMER, Inc., *Pioneer Elec-cal Manufacturers,* 1398 St. Paul Ave., Milwaukee 1, Wisconsin.



FREE BOOKLET *Tells facts about new, better home ctrical protection.* rite TODAY for ur copy.

CUTLER-HAMMER MULTI-BREAKER C-H

to *keep* rugs and carpets *clean* and *bright*...



se this ong-handled, eatherweight pplier Brush



and dry, no suds

Powder-ene

Easy! Quick! Sure!

No sloppy liquids! No hands and knees drudgery! To remove sooty, dulling grime that adheres to rug fibers, pply POWDER-ENE occasionally to ntire rug. Use it more often where shoes track in dirt. It's asy! Sprinkle on—brush in —vacuum off according to directions. It's the *origi-nal* powdered cleaner. Get a full 3-lb. can and pplier brush. At de-partment, furniture, hardware or other tores.



Guaranteed by Good Housekeeping

N SCHRADER MFG. CO. • RACINE, WIS.

to supply the major part of the electrical load in the house. Air-conditioning and heating equipment are handled separately by the other of 60-ampere rating. The circuit breaker is a safety device which automatically opens the circuit when a short circuit or an overload occurs. It affords proper protection for the homeowner.

NOW you've electric power in the house. The next problem is to distribute it where you want to use it. For this distribution, you need general-purpose branch circuits, which here number five. As a rule, you need one general-purpose branch circuit for every 500 sq. ft. (or fraction thereof) of livable space in the house, not including open porches, garages, or unfinished space in basements or attics. These supply the lights, clocks, blankets, and such.

For the outlets in the kitchen, laundry, and dining room, there are three 20-ampere branch circuits to supply the electric appliances in these areas.

Then there are the special-purpose circuits of varying rating to feed installed appliances such as the range, electric sink, air-conditioning unit, and the heating equipment.

All of these are two-wire circuits except those for the range, the dryer, and the air-conditioning and heating systems, which require 3-wire circuits.

If this house did not have all these circuits, some of the appliances would not operate satisfactorily because of voltage drop. Excessive electrical load on any one circuit reduces operating efficiency, and that results in increased costs of operating any or all appliances. But when the electrical load is distributed over an adequate number of circuits, all are properly fed and there is a minimum voltage drop, and minimum cost.

The above has to do with wiring you don't see. What you *do* see, and therefore should have no trouble in planning properly, are the convenience outlets. You cannot always tell in advance just where you will want to plug in a lamp, a fan, a clock, a vacuum cleaner, or what have you, nor how long you will want them in that location and not somewhere else. The only way to make certain of the benefits of a full quota of electric appliances, is to *overdo*, rather than underdo, the number of outlets in each room. Plugging too many appliances into a single outlet, or a single circuit, only results in inefficient operation and sometimes in blown fuses.

You can see switches, too, so it is a simple matter to remember to locate them properly. Hence, you can always have light ahead of you. This means switches near the latch side of doorways—about four feet above the floor to reach easily. The Hotpoint House goes a step farther than this and uses remote-control relay switching, including a bedside master switch in the master bedroom which controls outdoor and garage lights, as well as other lighting in the house. (See page 88.) It also has other special electrical features (see pages 84 and 89) which you might or might not want. These include electrically operated windows, a room-to-room intercommunication system, radar-controlled garage door, etc.

GOOD wiring that meets your needs both today and tomorrow costs but a small part of your building or remodeling budget. But if it is overlooked or neglected, or installed without a farsighted plan, it can be very expensive in loss of convenience and comfort, inefficient operation of appliances, and in higher electrical bills.



"Elevette"
Vertical lift for stairwell, closet or corner. Installed with or without enclosure. No overhead machinery. House-lighting-circuit operated.

HOME ELEVATORS

Bring New Comfort and Convenience to Your Home

Install a home elevator for use by all members of your family. Particularly useful for elderly folks and invalids. Installation is simple—cost probably lower than you think.



INCLIN-ATOR
The original Stair-Lift. Electrically operated from house-lighting-circuit. Safe—simple. Seats fold up when not in use.

Write for full information and name of nearest dealer.

2206 Paxton Blvd., Harrisburg, Pa., U.S.A.

INCLINATOR COMPANY OF AMERICA
Pioneers of the simplified passenger lifts for the home.

Homeowners!

2 COUPONS that mean Heating Dollar Savings!

1. FREE! FUEL CONSERVATION SURVEY!



HEATING BILLS TOO HIGH? Your Williams OIL-O-MATIC dealer will make a scientific instrument analysis of your complete heating system, absolutely free and without obligation.

Survey will show how to save up to $2 out of $4 heating dollars.

And now is the time to do it, while your heating plant is in operation!

Send coupon today (or better yet, call your local OIL-O-MATIC dealer—name in classified directory under "Oil Burners").

To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois

Yes! I'd like a FREE Fuel Conservation Survey

Name_____

Address_____

City_____ State_____ HB-3

2. OIL BURNER BUYER'S GUIDE

New 1951 Edition



FREE!

New, revised, fact-filled booklet tells you . . . what to *look* for when you buy oil heat equipment . . . about new developments in fuels that give *more heat per gallon,* and new equipment *engineered* to burn them. Send now for "There is a *BIG* difference in Oil Burners"!

To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois

Please send new edition of buyer's guide, "There is a BIG difference in Oil Burners."

Name_____

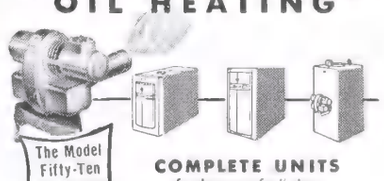
Address_____

City_____ State_____ HB-3

WILLIAMS

OIL-O-MATIC

OIL HEATING



The Model Fifty-Ten Oil Burner

COMPLETE UNITS
...for homes of *all* sizes
...for *all* types of heating

HELPFUL HINTS for Hollywood Bedrooms



New Booklet tells how to plan your own room arrangement by using

HARVARD BED FRAMES



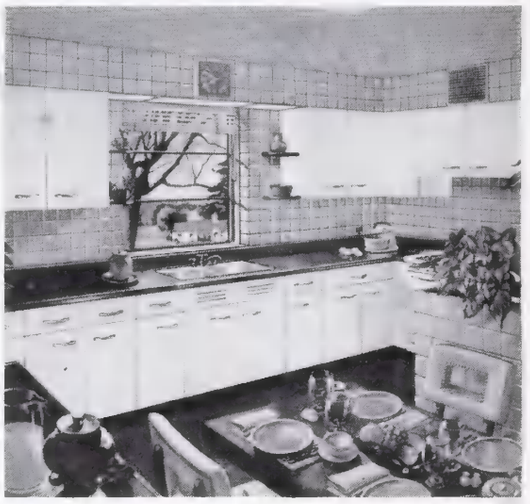
"Decorating Magic"
A 20 page illustrated booklet—a guide to modern bedroom design.
SEND 10¢ IN COIN FOR YOUR COPY

It's easy to have a more glamorous, more spacious, better appointed room. Learn how to modernize—how to add beauty economically. Harvard Frames have a sturdy all-metal construction—recessed legs—quality casters. One frame adjustable to any standard size Hollywood Bed—snugly fits any coil or box spring. May be used with or without a headboard. Swing frames, extra lengths and special widths available.

Look for the Harvard tag—your assurance of quality. At your Furniture or Department Store.

Harvard OF CLEVELAND
6201 WOODLAND DEPT. 57 CLEVELAND, OHIO

Permanent beauty at a practical price



Individual Vikon Metal Tiles

They bring the custom look to every room where tiles are appropriate. You've a choice of 30 fade-resistant decorator colors. Periodic waxing will keep individual Vikon tiles gleaming bright.

COLOR FUSED ON METAL

Write for color brochure

• will not chip, crack or craze • highly resistant to heat and chemicals • fire-resistant, waterproof • seals out insects

VIKON TILE CORPORATION
Established 1926
Washington, New Jersey



• Many communities have laws about the height of corner and driveway plant material. But even if your own town has no such ordinance, your interest in the safety of your family and your guests should prompt you to keep your driveway plantings low. Use a tree at the corner only if you can prune the branches up above a driver's eye level.

Keep your driveway planting low

High hedges and shrubs, planted along the driveway, obstruct a driver's vision, endanger safety of your family and visiting friends

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



• The automobile is an accepted part of our everyday living. Therefore, we need driveways. To avoid needless accidents, plant your driveway with material which you can see over or through. Always consider the ultimate size of the plants that you choose. Few people realize how fast they grow. Peter Cascio, landscape nurseryman.



SKETCH BY JOHN BRIMER

NEED A QUICK-GROWING, BUSHY PLANT?

By John Brimer

CH year I try a few new an-uals in my garden and discard e which do not seem to do in my location. I ran across Morning Glory "Blue Ensign" n looking through the seed cat-gs last spring for a rather ading plant to fill the vacancies ed by winter killing of a few bushes.

ll the roses in this bed are in to red shades with no yellow, es, or salmons. Each year we up the bed with "Heavenly " Morning Glories trained in amond pattern across the white of the house. It seemed to me the deep blue of the Dwarf ning Glory would be a good for the sky-blue morning glor- and would complement the s and reds.

did. So well did it work, in that I'll never be without them n, for they fit in well with y flowers.

erhaps a little description of flower will help you to visualize r your garden. Its true name is *volvulus tricolor*, although it is etimes called *C. Minor*. In this *tricolor* refers to the fact that blossom is clear yellow in the at, ringed with pure white, and ed with a deep intense blue. ssoms are morning glory in pe and about the size of a half ar or larger. Unlike other morn- glories, these stay open all long.

he leaves are long and slightly y and are a pleasant green, a e on the yellow side. The stems strong, although they tend to trail some before ascending. According to the books, plants grow 6 to 12 inches high and cover two feet of ground space, but for me they grew 18 inches high and a good 2½ feet in diameter, probably due to the high fertility of the rose bed in which I planted them. I read that they bloom all summer and into September, which tallies with a report I had from another gardener who was disappointed with his first try with a dwarf morning glory. He planted them where a driveway had been, instead of in a well-worked, fertile bed. He also didn't bother to cut them back in late August as I did when they started to go to seed and stop blooming. My plants came back in very short order, and they grew well. The drawing I made for this page was done from a blossom which we picked the week before Thanksgiving.

If you plant the seeds where they are to grow, try sowing them in an 8″ circle. This allows the plants to sprawl, yet helps them to support each other. A thick mound dotted with blue flowers will result.

THIS year I intend to pinch back the stems an inch or so when plants reach the 8-inch height to induce branching and get an even bushier plant. Also, I won't cut back quite so hard in late summer on some plants to see whether or not I can shorten the comeback period.

I may start some seeds in pots to get them outdoors and into bloom even earlier, although my late May sowing last year gave flowers in early July. I want to transplant some into place among other annuals which follow the bulbs in one of my beds. So many late summer annuals are in the warm ranges of color that a good rich blue should spice them up, and wherever good foliage is needed either the Blue Ensign or the pink variety would make a good choice for a mid-bed plant.

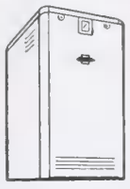
While blue or pink Bush Morning Glory might not combine too happily with orange annuals, still the pink should combine well with zinnias in art shades, petunias in any color or form, or with any flower that is either pale or very deep in color. I plan to combine it with marigolds of the new lemon and primrose colors, planting the white Sweet Alyssum Little Gem as a foreground plant. Where I use it with pink and white Bush Balsam, I'll put Sweet Alyssum Violet Queen in front. Probably I'll use it, too, with annual phlox in pastel shades, or with Tetra Red or Tetra Salmon Phlox.



MASSACHUSETTS RESIDENT CITES REASONS FOR CHOICE OF DELCO-HEAT BOILER

Ralph E. Williams of Danvers, Mass., writes, "I chose a Delco-Heat Boiler for many reasons. For instance, I know General Motors makes fine products. What's more, I have a friend who knows a lot about heating, and he's tremendously enthusiastic about his Delco-Heat unit. And also, I've done business for 35 years with the concern that handles Delco-Heat in our city, and I know they're reliable."

General Motors quality and economy, plus the fine installation by Delco-Heat experts, are good reasons for you to own a Delco-Heat unit, too. The Charles L. Elliott Co., Danvers, installed Mr. Williams' Boiler.



Delco-Heat Boiler with exclusive "Rotopower" unit—an automatic oil-fired furnace for radiant or regular steam and hot water systems. For oil, gas or coal-fired automatic heat, see your Delco-Heat Retail Distributor.

FREE—Write for literature on Delco-Heat Boilers. Address Dept. HB-35, Delco Appliance Division, General Motors Corp., Rochester 1, New York.

Read what other Delco-Heat users have to say—see pages 186, 197

Best by Comparison!



LYON KITCHENS

Made of Steel for Lasting Beauty

Write for helpful kitchen planning booklet. Enclose 10¢

Sold Nationally Through Direct Factory Dealers

LYON METAL PRODUCTS, INC.

Dept. 51, 349 Monroe St., Aurora, Ill.

NO MORE DARK CLOSETS

LIGHT GOES ON as door opens

GOES OFF as door closes





ASK FOR SLATER

KLOZ-A-LITE

at better stores everywhere

Modernize your closet in a jiffy! Attach and plug into any outlet! Long cord, simple instructions included. $2.49

If unobtainable in your neighborhood send $3.50 for 2. Postage paid.

SLATER APPLIANCES, INC., Dept. H3, Woodside, N. Y.

W-h-e-e-e! no more CLUTTERED CLOSETS



with space-stretching

K-VENIENCES

No more stumbling over shoes on the closet floor! No more hanging ties on doorknobs! You'll work space-stretching wonders with K-Veniences . . . over 40 smart, chrome fixtures, to keep the smallest closets in such heavenly order, you'll be tempted to leave the doors open!

It's fun to install K-Veniences! A few minutes with a screwdriver and they're ready to use!



Disappearing Clothes Carrier #1
Slides your entire wardrobe out into the room! Non-sagging.



Hol-Mor Tie Rack #771
36-space rack pulls out at a touch. Attractively gift-boxed.

- **Swinging Hanger #550**—Keeps 4 skirts or 4 pairs of trousers in perfect press.
- **Combination Hat Rack #782**—Holds 6 hats, plus ties, belts, scarves.
- **Three-Tier Shoe Rack #785**—Ample room for up to 9 pairs of shoes.



ASK FOR K-VENIENCES BY NAME AT YOUR FAVORITE HARDWARE OR DEPARTMENT STORE



for you! *Send 10¢ for your copy of "How to Make the Most of Your Closets," a 48-page book by the famous authority, Helen Koues; plus, FREE, brochure of closet ideas and folder on new kitchen K-Veniences!*

KNAPE & VOGT MANUFACTURING CO.

Dept. H31 Grand Rapids, Michigan



Garnier liqueurs

Incomparable Quality is the key to the world-wide preference for exquisite Garnier Liqueurs. Available in all popular varieties, plus exclusive specialties, both French and American. Offer your guests a choice.

Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*

Keep your stone walls straigl

PHOTOGRAPHS BY THE PROVIDENCE (R.I.) SUNDAY JOURNAL



• Ever wonder why some of those New England stone walls look so good—why others don't? The trick is to build the wall from each side to the middle—keeping both sides perpendicular. Remember that the wall stands solid because of the pressure of one stone against the next.



• Here's what happens when you meet a stone too big to move. And when you are collecting the field stone, pick up *all* that you can find. Larger ones should be saved for gates and ends of wall—flat ones for the level top—small ones for filling in (see photograph below).



• You make a bridge over water or a ditch by using a large flat stone for the span—supporting it cantilever fashion. This picture also shows how to make good use of the small stones that may have looked so useless to you when you gathered them.



Fieldcrest gives you

NYLON LACE CURTAINS

NYLON gives you all these extra features:

No ironing . . . no stretching. Just wash like stockings, roll in a towel and then hang immediately.

Never shrinks or pulls out of shape.

Unbelievably sheer and luxurious looking, yet extra strong and long-wearing.

In a wide range of traditional and modern patterns, at better stores everywhere.

FIELDCREST MILLS • Division of Marshall Field & Company, Inc., Zion, Ill.

BLUEBERRY JAM

Made from the finest cultivated blueberries and pure sugar—cooked in small batches in gleaming copper kettles—a real home-made delicacy. Unsurpassed for taste and freshness—makes a wonderful gift. 1 Box—Six 11-oz. Jars Pure Blueberry Jam—$3.75. Shipped prepaid anywhere in U.S. but add 25¢ west of the Mississippi. No COD's please. If not satisfied, money back immediately. Send your order now.

BLUEBERRY HILL PLANTATION
Dept. HB-3, RR-2, Paw Paw, Michigan



TRUE "PERIMETER" HEATING

The leading hot water baseboard heating. Proved in more than 12,000 installations. Install in new homes or old. Folder on request to Dept. HB-3, Warren Webster and Company, Camden 5, N. J.

Webster
BASEBOARD HEATING



THE MAN BEHIND THE HOE

By Keith C. Barrons

soil side of vegetable garden- By this time you probably a good idea of what you'll this summer. Your seed order uld be about ready to mail. e time now to insure the suc- of your vegetable garden by king your soil conditions. ou can't make a poor soil good single season, but proper feed- and management can make a rising improvement in the yield quality of your vegetables. So ys take a long-range view of improvement, especially if you your garden.

c facts about soils. Here are damentals that should help you erstand the *why* of many recom- ded soil management practices.

chief job of the soil is to sup- your plants with food and r. Good plants *can* be grown out soil, but this is expensive impractical except in very ial situations.

erals make up most of the soil ay (fine), silt (medium), and l (coarse). The best soils are ures of these. Too much clay es a soil hard to work; too h sand means quick drying poor growth.

y essential elements, such as ssium and phosphorous, are ined directly from the soil. To a soil fertile, you must add igh minerals to replace those oved by your crop of vegetables. oor soil, more than the cur- needs must be met to make t gain in fertility.

d soil also contains partially mposed matter (humus). You t renew the humus supply each . Do this by spading under residues, covering crops, or adding compost and manure. nus keeps soil from becoming compact. It also soaks up the minerals so they don't leach away. This is especially true for nitrogen, the most easily lost and the most expensive nutrient.

Fertilize annually. Before planting, apply a complete plant food. The well-known national brands—Vigoro, Vertagreen, etc.—also contain the so-called minor elements, especially important in areas where some of these are known to be lacking. Broadcast the plant food or apply with a spreader, preferably *before* spading or plowing.

Furrow application. This is an alternate method. Spread the plant food in a furrow four to six inches deep. Fill the furrow and plant in a row *beside* it. On poor soils, scratch an additional small amount into the seed row itself, before planting, to help your vegetables off to a good start. Avoid direct contact with the seed.

How much to use. For a fair-to-good soil, use 10 to 20 pounds of plant food per 1,000 square feet. On poor soils, double the rate.

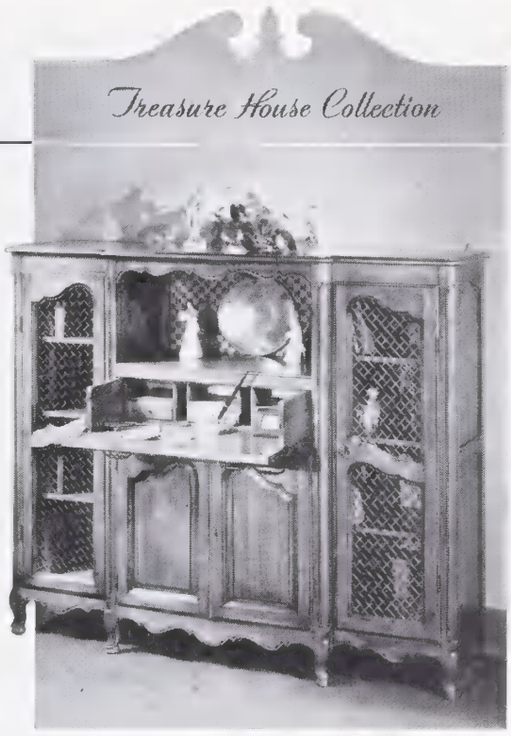
Side-dressing. If your soil is sandy or low in fertility, apply a side-dressing (an application along the side of a growing crop), a cupful per 50 feet of row, when your plants are partially grown. This will often do wonders for tomatoes, pole beans, and sweet corn.

Soil pH. The soil pH (measure of acidity) must be within certain limits for good vegetable gardens—neither too acid nor too alkaline. Apply lime to make it more alkaline, or sulphur to make it more acid. Caution: Be sure to have a soil test made before treating the soil. Your county farm agent knows the local soils, or he can run a chemical test for you. Simple soil-test kits now are available for making your own test.

(*Continued on next page*)

Treasure House Collection

from THE HEART OF PROVINCIAL France



Provincial Cabinet

Full of grace, yet built for generations to come, this fine secretary cabinet comes straight from the heart of provincial France . . . interpreted for you in mellow, enduring fruitwood by Colonial's peerless craftsmen.

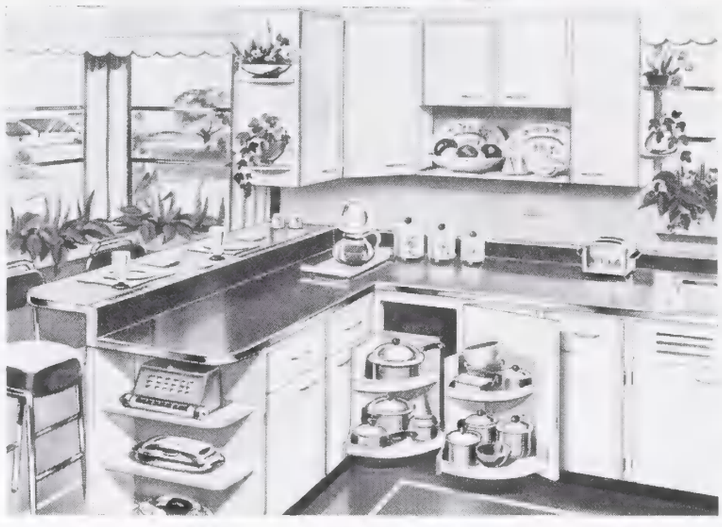
Colonial's Treasure Book



Send 25c for its 80 illustrated pages of pedigreed hall clocks and furniture, with chapters on their history and care. Abridged edition, 10c.

By America's pre-eminent maker of fine hall clocks

COLONIAL MANUFACTURING CO.
440 COLONIAL AVE. ZEELAND, MICH.



Capture the warmth *and friendliness of Wood!*

Your kitchen must be modern to be sure! But for lifetime satisfaction, make it warm and friendly too! Get the quiet dignity, the simple charm, the gracious hospitality provided by cabinets of wood. Kitchen Maid gives you these and more—lovely Flo-Line styling; quiet doors; easy sliding drawers; solid shelves; smooth, hard-to-mar counters; conveniences no end. Planned to your taste with cabinets in white or any of four soft colors. Be the happy owner of a Kitchen Maid kitchen—in your present home or the home you plan. See your dealer soon. Send coupon below.

Look for this sign in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.

KITCHEN MAID PLANNING CENTER

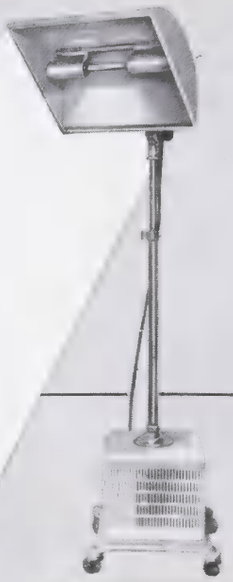
KITCHEN MAID
FIRST AND BEST IN KITCHENS

The Kitchen Maid Corporation
213 Snowden St., Andrews, Indiana
Send colorful booklet with 10 beautiful kitchens and plans. I enclose 10 cents for handling.
Name_____
Address_____

There is a vast difference between a so-called sun lamp... and the world renowned

HANOVIA

ULTRAVIOLET QUARTZ HEALTH LAMP



Hanovia is made with a *pure* virgin quartz tube—NOT GLASS. Only a pure quartz high pressure tube produces *all* 12 beneficial ultraviolet bands. You'll see how sturdy Hanovia lamps are—scientifically built to give you *years* of satisfactory service.

The Hanovia Health lamp activates Vitamin D and helps build resistance against common winter ailments.

So when you shop, compare—we know you'll choose HANOVIA



Hanovia's free booklet, "The Magic of Ultraviolet," tells you all. Send for it Dept. HB-3-51.

HANOVIA
Chemical & Mfg. Co.
Newark 5, N. J.

See Hanovia lamps in department, surgical and electrical appliance stores and specialty shops.

Showrooms in New York, Detroit, Philadelphia, Chicago and San Francisco.

P. S. MAKE NO MISTAKE
—There is NO sun lamp "just like" Hanovia.

Enjoy the Beauty, Convenience and Comfort



of the Fabulous New *Fleetlite* Aluminum Windows

Fleetlite is the revolutionary new window — the complete year-around unit combining interior and exterior double hung windows and screen in an aluminum frame — warmer in winter, cooler in summer — the greatest advance ever in window engineering.

The lasting lustrous beauty of extruded aluminum, the Korsea! mounted glass, the velon screen, all sash so easily removed (for cleaning) from inside, contribute to new living standards. Gone is the annual task of removing, storing, cleaning, repainting and installing cumbersome storm windows and screens.

When you build — plan for the future, insist on Fleetlite Windows for your own comfort—for the added sales advantage—for protection of resale value. It costs no more to have the best.

Write Today For Complete Details

Fleetlite
AMERICA'S *Finest* WINDOW
Made by

FLEET OF AMERICA, INC., 432 DUNN BLDG., BUFFALO, N. Y.

THE MAN BEHIND THE HOE

CONTINUED FROM PRECEDING PAGE

A border-line low pH soil may also need lime as a source of calcium for good plant growth. Anything added to adjust pH should be mixed with the soil. Remember it will not replace the need for annual plant-food applications.

Sources of organic matter. Organic matter can be supplied from peat, crop residues, lawn clippings, and leaves (either composted first or worked into the garden directly). Planting cover crops as soon as vegetables are finished is a big help. Even vegetable tops and peelings that usually go to the garbage will help maintain the supply of organic matter.

Four-point program. Organic supplements alone will not do the whole job unless applied in impractical quantities. But a four-point program, (1) *organic matter*, (2) *chemical plant food*, and (3) *a pH adjustment when needed* will insure permanent fertility. You must (4) *keep your garden from washing away* if your garden is on a slope. So use contour planting where needed, and always keep the soil protected with cover crops when vegetables are not actually being grown.

SOIL-PROBLEM QUESTIONS

Q. How can I improve a garden that is mostly poor fill soil?
A. Haul in good soil, if practical. But regardless, apply an abundance of organic matter, feed heavily, and plant cover crops whenever a part of your garden is not being used. Mulching your vegetables often helps on poor soils.

Q. My garden is on black muck, but doesn't grow good vegetables. What's wrong?
A. Muck and peat soils are often low in minerals. Your plant food should be high in phosphor and potassium, and should cont all the minor elements too. Orga soils vary from area to area, phone your county farm agent his plant-food recommendations

Q. What can I do about a gar that stays wet in the spring?
A. You need a tile drain o grassed open drain to lower l near by.

Q. The top soil is good, but w can I do about the stiff clay h pan below it?
A. Deep tillage, working in s things as corn stalks, leaves peat will help, but it's more p tical to retire your garden fo year and grow sweet clover. roots will penetrate all but worst hardpans, and they leave sages for the deep growth of y vegetables.

Q. Can I raise a garden this s mer on land now planted in g sod?

A. Yes, but you have to keep grass from sprouting. Feed hea to speed up sod decomposit Also chop or disk the sod be you start to plow.

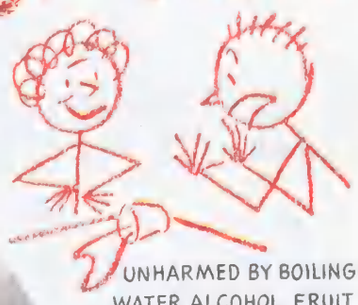
Q. I've read about a new g killer called sodium TCA. Ca be used to kill sod?
A. Yes. 1½ to 2 pounds per 1 square feet, applied as a spra the surface right after plowing spading, will kill a lot of g If done early, you can still p the more TCA-tolerant vegetable cabbage, broccoli, cauliflower, be carrots, tomatoes, peppers, e plant, lettuce, spinach—4 t weeks later with a fair cha that they won't be injured. the others, especially corn beans, are sensitive to TCA must not be planted until the lowing year.



Mother Loves Formica







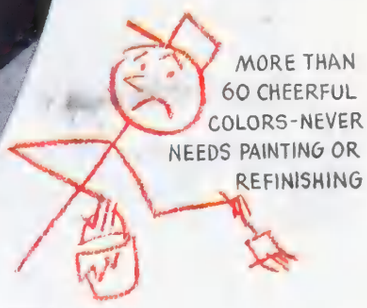
UNHARMED BY BOILING WATER, ALCOHOL, FRUIT ACID, CLEANING ALKALIES



LASTS FOR YEARS AND YEARS



CLEANS WITH DAMP CLOTH



MORE THAN 60 CHEERFUL COLORS-NEVER NEEDS PAINTING OR REFINISHING

IT'S WARM-IT'S SMOOTH WON'T CRAZE OR CRACK

"Just as good" is a fable
Look for the label.
Insist on genuine
Beauty Bonded Formica.

FORMICA sink and cabinet tops are the heart of a colorful kitchen

FOUR REASONS WHY FORMICA IS YOUR BEST BUY!

Only genuine Beauty Bonded Formica has: **1.** Newest and largest selection of . . . **2.** Clear, clean, unclouding color patterns with . . . **3.** Super-smooth, blemish-free cabinet maker's finish from . . . **4.** Thirty-seven years continuous production experience.

Write for free color literature showing how Formica can brighten your home. Look under "plastics" in your classified phone book for the Formica fabricator nearest you. If you fail to find one listed write Formica, 4650 Spring Grove Ave., Cincinnati 32, Ohio.

Beauty Bonded
FORMICA
at Home with People at Work in Industry

Guaranteed by Good Housekeeping

Makes common sand grow grass like finest golf course soil!



*It's just plain sand—from the Indiana dunes. Yet, this thick, lush stand of grass grew from seed in that sand—thanks to regular Vigoro feedings.***

Here is grass grown in soil like you find on finest golf courses. Yet for all the richness of that soil, the grass is no finer than that grown in common sand with Vigoro added.

***This scientific test measured feeding values only. It should not be interpreted to mean that sand is a preferred growing medium for grass.*

New process VIGORO*

makes grass greener—nourishes longer

—and it goes ⅓ further than ever before!

Sun! Air! Moisture! Food! These are the things all growing things require. And the one most often lacking is plant food!

How good to know that *new process* Vigoro makes even common sand as fertile as finest golf course soil. For Vigoro is complete, balanced plant food. It supplies all the vital food elements every grass, plant, flower, vegetable, tree and shrub must have for proper growth and development. Apply *new process* Vigoro now and regularly. See what a difference it makes.

HOW TO APPLY:

If lawn is dormant: Apply any time at the rate of 3 lbs. per 100 square feet.

If lawn is green and growing: Be sure grass is dry. Then apply at same rate and wet down thoroughly. (In making new lawns, apply at same rate *before* seeding. If grass is already seeded, wait until new grass has been mowed twice.)

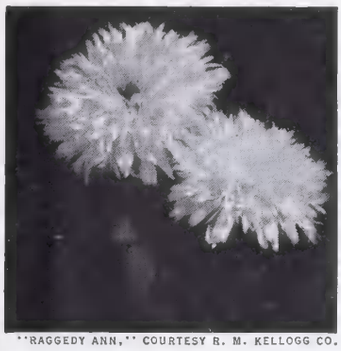
2 more great gardening aids:

End-o-Pest . . . the all-purpose pest protection every garden needs. A ready-mixed, 3-way dust in a handy cartridge-refillable dust gun.

End-o-Weed . . . new, improved weed control that destroys over 100 different varieties of weeds—roots, stems, leaves and all. Just mix with water and apply as a spray.



*There is only one VIGORO . . the trade-mark for Swift & Company's complete, balanced plant food.



"RAGGEDY ANN," COURTESY R. M. KELLOGG CO.

How to GROW CHRYSANTHEMUMS

By M. C. Seckman

Chrysanthemums are sun flowers. You can't hope to succeed in full shade. Look out for a spot in full sun or with light shade only in the late afternoon hours.

Soil

The soil should be rich and loamy. Clay or sandy soil can be improved by digging in large quantities of compost or peat. Use plant food generously, mixed with the soil, to provide extra nourishment when needed.

Ordering plants

Order from a reliable nursery, preferably one which specializes in this flower as being better able to furnish well-grown rooted cuttings or plants from the best varieties. Without good plants it would be a waste of time, effort, and money to proceed further.

Early planting is advised for a good start before hot weather. So order plants early to insure first choice of select plants, to be shipped at the proper time for safe planting in the section. (Color photograph on page 91.)

Planting

Plant rooted cuttings or divisions at least 1½ to 2 feet apart. Such spacing allows room for symmetrical development and permits the good air circulation needed to keep plants healthy.

Choose a cool, cloudy day for setting out chrysanthemums, or an evening after the sun is gone. Unless the weather is cool and cloudy, it is wise to shade newly set plants for a few days with newspaper "tents," berry boxes, Hot-Kaps, or something similar.

To make plants bushy

When your new plants are 4 to 6 inches high, pinch them back by nipping off a small amount of the soft tip of the plant between thumb and forefinger. Pinch again, at least once or twice before July 1st or August 1st, depending on variety and location. Pinching promotes bushiness and stouter, more symmetrical plants resistant to wind and weather. Pinching also greatly increases the quantity of bloom, although the individual flowers are smaller. (Note: As a rule, cushion or dwarf types need no pinching.)

Chrysanthemums are shallow-rooted. Remove weeds close to plants when small to lessen labor and danger of harming root system or of breaking your plants. Weeds use needed moisture and often harbor injurious insects.

Feeding

When your plants are growing well, make an application of complete plant food. Apply a ribbon of plant food on either side of row, or use 2 or 3 tablespoonfuls placed around but not too close to each plant. Results are quickest and there is less danger of burning your plants if the plant food is spread before a rain or is watered in. After flower buds form, apply a complete plant food. 1 teaspoonful watered in around but not too close to each plant, to encourage growth and increase size of bloom. If unusually large flowers are wanted, repeat this feeding when buds begin to show color.

Watering

Chrysanthemums need plenty of water. During hot dry spells, soak the soil around your plants once a week. Avoid sprinkling the foliage. Also avoid a program of light waterings every evening.

Your chrysanthemum season may be lengthened by protecting flowers from the first light frosts with a

(*Continued on next page*)





HOW TO KEEP BUILDING COSTS DOWN



Give your house a clean, smart look with Cabot's Creosote Stains—cost ⅔ *less* than good paint.

Cabot's Stains go on quickly and easily—their colors *stay* fresh and lively—and their high content (60 to 90%) of pure creosote oil means long years of protection from decay and termites.

Cabot's Stains bring out and preserve all the natural beauty of shingles, clapboards, siding . . . show grain and texture to full advantage . . . come in a wide range of attractive shades, many available from no other source.

Free TO HOME OWNERS

Send for the *free* booklet "Stained Houses," showing pictures of prize-winning houses finished with Cabot's Creosote Stains, and your color card. *Write Today* to Samuel Cabot, Inc., 315 Oliver Bldg., Boston, Mass.

CABOT'S CREOSOTE STAINS

HOW TO GROW CHRYSANTHEMUMS

CONTINUED FROM PRECEDING PAGE

cloth covering fastened down securely to prevent blowing off.

Staking

When plants grow too tall, in spite of repeated pinchings, it may be necessary to give them some support. Various types have been suggested and tried. Each has its place. Skillfully set brush has proved useful as support for chrysanthemums grown in rows for cut flowers. Or bamboo stakes may be set close to the plant, fastened to it at intervals with "Twistems" or soft twine.

For plants to be seen at close range, wires stretched between stout stakes, set at either end of rows, will help to keep plants erect and yet soon be covered by growth. An ingenious method suggested and used by a chrysanthemum hobbyist is the use of coarse mesh chicken wire to cover the entire planting, placed 1½ to 2 feet from the ground. The plants grow through the mesh which gives an almost invisible support when chrysanthemums are in full bloom.

Propagation

New plants may be had from old clumps which bloomed the year before and lived over winter. However, it is well to be certain the variety is worth saving and that the clumps are healthy. If so, dig and divide the clumps in early spring. Each shoot may be separated to set out and to form a new plant. Discard the old center part. A short supply can be augmented by rooting tip cuttings—four inches taken from the top of a husky growing plant—in moist sand or vermiculite. Use Rootone or a similar rooting compound to encourage quick rooting and growth.

Pest control

To help prevent disease and reduce danger of pest injury, change the locations of your chrysanthemum plantings every few years. Clean up and burn old tops. Discard and burn any diseased plants. Cultivation and weekly dusting or spraying with an all-purpose dust or spray also helps. No dusting or spraying should be done during the heat of the day or when the weather is very hot. Use nicotine sulfate to control aphids, fermate and sulphur for fungus, rotenone and pyrethrum for most insect pests, and sulphur for mildew.



"WOULDN'T BE WITHOUT DELCO-HEAT OIL BURNER" —BLOOMINGTON, ILL. MAN

William G. Read, Bloomington, Ill., is another satisfied Delco-Heat user who writes, "We like our Delco-Heat Conversion Oil Burner because of its dependability, cleanliness, the even temperatures it gives us, and the low operating costs. Delco-Heat was a good investment, and we wouldn't be without it."

Whether you have a large home or a small one, you'll find a General Motors Delco-Heat unit that fits your needs perfectly. And your unit will be expertly installed by Delco-Heat trained heating specialists. Ideal Sheet Metal Co., Bloomington, installed Mr. Read's Delco-Heat Oil Burner.



Delco-Heat Conversion Oil Burner. Has "Roto-power" feature that combines all moving parts in a single unit. For automatic heat with any fuel, see your Delco-Heat Retail Distributor.

FREE—Write for literature on Delco-Heat Oil Burners. Address Dept. HB-33, Delco Appliance Division, General Motors Corp., Rochester 1, New York.

Read what other Delco-Heat users have to say—see pages 179, 197



★Tests prove wire insulators *last more than twice as long* as other insulators. Insist on PERM-A-LATORS and get greater comfort . . . longer-lasting mattresses and upholstered furniture.

Write for Free Booklet!

LOOK FOR THIS TAG!

FLEX-O-LATORS, Inc. Carthage, Mo.
Factories in Carthage, Mo. and New Castle, Pa.

PROTECT YOUR STOVE TOP
ARISTO-MATS
INSIST ON THE GENUINE • ACCEPT NO SUBSTITUTES

Moving plants in bloom

Chrysanthemums are easy t move when in full bloom. Dig wit a large ball of soil. Wrap and se cure in burlap or cloth, and set i carton or box to keep soil intac Plant where wanted at once. Wate thoroughly and shade from hot su for a day or two. Such practice ha long been standard for plants use in displays for public parks an gardens and elsewhere where it i important to maintain at all time the maximum color and beauty (*Editor's note:* The chrysanthemu garden shown in color on page 9 was planted one week before it wa photographed.)

When bloom is wanted in prim condition from early fall until freez ing weather, it may be necessar to make more than one planting replacing early sorts, which fre quently bloom out, with later type that continue to flower until winter

Ten most common question and their answers:

1. *When is the best time to plant* Early spring is best. Exact tim varies with section and season. As local or experienced gardener Plants can be moved easily when i bloom, but late fall planting is to risky. Newly set plants are easil pushed out and the roots expose by alternate freezing and thawing

2. *Can chrysanthemums be grow among perennials and annuals* Yes, but the chances are against having fine specimens because o crowding, overhanging of talle plants, lack of moisture and nour ishment, and the greater chance o disease and insect infestation fro other plants.

3. *Why pinch back plants?* I chrysanthemums are allowed t grow without pinching, they be come too tall and ungainly, ar easily blown over and have only few flowers at the top of long stalks

4. *Can garden chrysanthemum be disbudded to produce larg flowers?* Yes, but the bloom wil not be exhibition size from averag varieties. Exhibition types may b bought and disbudded according t directions for the variety.

5. *Are the new chrysanthemum reliably hardy over winter?* Hard ness depends not only upon th variety but upon the skill of th grower, the soil, the drainage, an the air circulation. Frequently mild, open winter is harder o plant life than a cold, snowy winte

6. *Is it better to buy only one o two varieties?* Yes, by all mean Big groups of one variety give th most dramatic effect. Look back t

page 91 to see a good example in the color photograph of a chrysanthemum garden.

7. *When is the best time to cultivate?* After each rain. But wait until the soil has dried sufficiently so it doesn't stick to your tools.

8. *What is the best time to cut chrysanthemums?* Chrysanthemums should be broken, not cut. Flowers gathered in late afternoon or evening and stored in cool water in a cool, well-ventilated place out of drafts will be ready to arrange the next morning.

9. *How can blooms be kept clean?* Prevent plants from falling over by pinching to encourage strong, well-branched growth to support bloom, by means of stakes or other supports, if necessary. For exhibition bloom, use overhead cloth protection or put in tobacco-cloth houses. For particulars, consult nurseries specializing in the type, or chrysanthemum societies.

10. *Is foliage removed from chrysanthemums for bouquets?* If all foliage below the water line is taken off, the flowers will keep fresh better and with less offensive odor. Also remove any poor or unnecessary foliage. Bloomlife or Floralife added to water in which flowers are kept lengthens life and keeps down odor of decay.

HOW TO KEEP COLOR IN YOUR GARDEN ALL YEAR

CONTINUED FROM PAGE 93

So, you see, it is possible to have color throughout spring, summer, and fall. What about winter? Don't overlook the broadleaf evergreens. Tubs of mountain laurel, azalea, and pieris can also be used to add winter green, even in coldest parts of the country. Japanese yew or holly and American holly are also sturdy but, of course, they do not possess the added advantage of a summer bloom.

But why limit yourself to plant colors only? Why not use paint for winter color in your garden—color that plays a part in your garden design through all twelve months? It's hard to understand why so few people use paint decoratively outdoors. Why think of paint only as a dull brown or green — merely a preservative? Modern outdoor paints are sunfast in many colors. They can provide dramatic backgrounds for your flowers in summer and bring welcome relief to the winter landscape, too. So invest in pots and paints and enjoy year-round color in your garden.



PHOTOGRAPH BY MAYNARD PARKER

■ Sick bay like this provides a place to let your plants recover after a period of bloom in your show garden. Stair-step design makes plant care easier and insures maximum sunshine and fresh air on the leaves.

The next home convenience I want—is a

Republic DUO-WAY DISPOSAL UNIT!



Tired of smelly garbage cans, open rubbish burners, and dumping refuse in the furnace? Then you deserve the new Republic Duo-Way Disposal Unit that does the job scientifically in two steps.



It dries refuse over a low, economical gas flame in a drying chamber — then at the push of a button, burns it completely in a separate combustion chamber. This double-action principle is the real key to modern, convenient, complete disposal.

The light ash, removed about once a month, makes fine garden fertilizer. Everything else has disappeared, this sanitary convenient way. No cleaning out, no partly-burned residue, no grate to shake, no disturbed neighbors, no "garbage" trips to the alley fence. It's all done automatically by the **Republic DUO-WAY Disposal Unit**

FIND OUT NOW! Write for descriptive folder today.

REPUBLIC

A Product of
AUTOGAS COMPANY
2154 West Fullerton Ave.
Chicago 47, Illinois



I'm glad I didn't make the mistake my neighbor did when he allowed ordinary nails to be used on the siding of his home. In less than 18 months' time — premature repainting because of rust stains and streaks cost him $420.

That can't happen to my house because I used "Never-Stain" RUST-PROOF ALUMINUM NAILS which will NOT STAIN OR STREAK painted surfaces and last a LIFETIME. And besides, I saved a $60 countersinking and puttying job, unnecessary when aluminum nails are used.

Be wise — if you build or remodel, specify Never-Stain Aluminum Nails. They've economical, too!

NICHOLS WIRE & ALUMINUM CO.
Davenport, Iowa

More people prefer...

Eastern

PRE-FAB* VENETIAN BLINDS
Custom-made for you!

Only PRE-FAB can give you *all* the wonderful features that add new service and beauty to your windows, including the all-metal enclosed head, self-adjusting tilter and finger-touch action. Only with PRE-FAB you get the important *one-piece* metal bottom rail that makes cleaning so easy.

Now . . . Eastern's improved all-metal slat material makes your venetians lighter, brighter, more beautiful. 14 colors in long-lasting DuPont *Plasticized* finish.



Insist on PRE-FAB! There is a custom manufacturer within reach of your telephone. *PRE-FAB blinds are custom-made with the equipment and products made by

EASTERN MACHINE PRODUCTS CO.
Baltimore 30, Md.

Really Rugged!

When you invest in a power mower, don't be satisfied with a "one-season" machine. Choose the mower that's *really rugged*...built for *many years* of smooth, dependable service ...choose a *Worcester!*...the name that has been famous for over *half a century* as "America's finest mower".



The great new 21-inch Worcester Shear Master offers you all these superior features. BRIGGS & STRATTON 1.6 h.p., 4-cycle engine. TIMKEN BEARINGS, famous for long wear. Super hardened "STA-TEMP" blades. FULLY ENCLOSED CHAIN DRIVE, completely protected. Convenient FINGER-TIP CONTROLS. Special GRASS GUARDS to prevent grass from winding at ends of reel. FREE FLOATING HANDLE to minimize vibration and "park" in ⅓ the space. Longer wearing LARGE HEAVY-DUTY TIRES.

Worcester 21-inch SHEAR MASTER

WORCESTER LAWN MOWER COMPANY
Division of Savage Arms Corporation
92 Broadway, Chicopee Falls, Mass.

Please send me free my copy of the new Worcester lawn mower folder.

NAME_____

ADDRESS_____

TOWN_____ ZONE____ STATE_____

FREE

Tips on how to have a beautiful lawn are a valuable and authoritative feature of Worcester's new lawn mower folder. Mail coupon for your copy today.

GLOXINIA—GLAMOUR GIRL FOR YOUR GARDEN

CONTINUED FROM PAGE 110

essential, which means that plants must not be crowded. Allow at least 15 inches of shelf space per plant, preferably 18 inches.

Insufficient sunshine results in tall, spindly, ungainly plants. Too much sunshine fades the flower colors and scorches the leaves.

Low air temperature checks growth and seriously weakens the plants. Dry air or dry soil keeps the flowers and leaves small. Never let the soil dry out. You will probably be amazed how much water gloxinias use in a day; their leaf surface equals the area of many plants five times their size.

Overwatering (water-logged soil) causes the flower buds to fall off, so never leave water in the saucer for more than an hour. You can also use the same type of glass wick now popular for automatic watering of African violets.

Gloxinias are essentially house plants in the United States. But they make exciting summer flowers for pot gardens on your terrace or patio if you grow them indoors until they start to bloom. Give them a protected spot outdoors, away from chilling winds, and bring them in when cold or rain threatens. Rain tatters the big, lacy blossoms and the extremely velvety leaves of the new hybrid varieties.

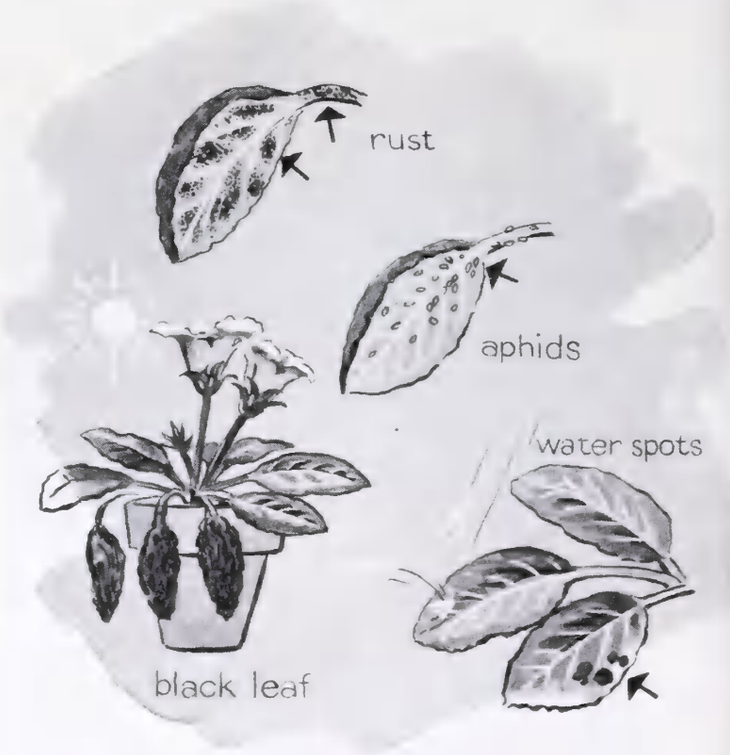
Soil. Use a fibrous soil for best results. Make this by mixing one part peat with two parts (by volume) of your best garden soil. If you buy started plants (the preferred way if you have never grown gloxinias), plant them in a five-inch pot as soon as they arrive. (Exception: If plants seem dried out on arrival, water them thoroughly and leave in the small shipping pots for several days in a cool, shaded place.)

Always set started plants slightly deeper than they were growing, but avoid burying the lower leaves (leads to rotting). Leave a half-inch space for easy watering. Always water thoroughly immediately after potting. Keep the plants out of direct sunlight for several days to allow time for the new roots to become established.

After blooming. By August your gloxinias will be ready to rest for

(*Continued on page* 191)

Four troubles to avoid

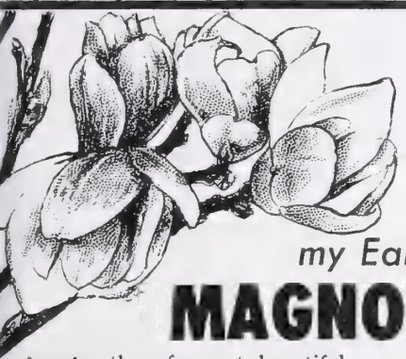


• Troubles are few and easy to avoid. Rust spots on stems and undersides of leaves are caused by thrips. Spray plants every two weeks with DDT until spots disappear. Aphids suck the juices from the leaves. Spray with nicotine sulfate or rotenone. Water spots occur when cold water splashes onto leaves. To avoid black leaf, keep from touching leaves of wilted plants when you water them.



"Make your selection of my loveliest plants, bulbs, and trees, *at my risk!*

Order any of these SPECIAL Direct-by-Mail Bargain Offers under my MONEY-BACK GUARANTEE! I know you'll be delighted!" *Marie Kruse*



A breath of Romance 'neath your window!

my Early-Flowering

MAGNOLIA TREES

Imagine these fragrant, beautiful magnolias in your yard! Folks hardly believe the big, waxy-looking, rosy-pink blooms are real. My trees are the hardy variety, sure to grow. They're young enough for easy planting, but well started—will bloom on their first anniversary. While my supply lasts, you can have them at this unheard-of price!

Special! NOW only $2 ea.
(2 for $3.50)



Give your yard a rainbow, with my GORGEOUS 'GLADS'

Special! 50 fine bulbs for only $1
(100 for $1.75)

These lovely Gladiali will cheer you with a great, long, sweeping border that glows with color: pinks, reds, lavenders, salmon, flame, others! I'll send fine bulbs, *guaranteed to bloom this year* (don't confuse with bulblets). Folks all over the country praised them last season—so I'm offering a special bargain on this assortment.

EXTRA GIFT! For a limited time, I'll send with your 'GLAD' order a start for a rare 'Tiffany Velvet' (giant-bloom) AFRICAN VIOLET. When grown, it equals plants costing $2 and up!



All offers **INSURED** for safe arrival

The NEW favorite everyone's talking about! My showy, easy-growing 'Beauty Queen'

GLOXINIA



Special! NOW only $1 ea.
(2 for $1.75)
(Completely potted, about to bloom)

Be the first in your neighborhood

to have this gorgeous flowering plant in your home. Great, colorful blooms, in tones of red, purple, orchid and white—magnificent, rich-textured leaves—no trouble at all to grow! My plants are choice, well-started, and come completely potted, about to bloom. If you haven't seen this glorious new plant sensation, give yourself and your friends a surprise! Take advantage of this Special price now.

EXTRA GIFT! With each order for my Beauty Queen GLOXINIAS, for a limited time, I'll include one of my lovely 'Green Mist' IVY plants. Dainty pointed leaves—fast-growing—perfect for any room in your house!



Outdoor charm for your living room!



...my FOUR GREEN PLANT GARDEN

Special! NOW only $1
(2 sets $1.75)

I chose these four plants specially to look well in combination: My 'Dappled Dandy' *Pothos*, 'Sea Foam' *Peperomia*, 'Tiger Stripe' *Sansevieria*, and 'Happy Heart' *Philodendron*. These rugged, hardy popular favorites need very little light, hardly any water. Display them separately, or group them. A beautiful picture on your table—worth many times the price!

EXTRA GIFT! For a limited time, with orders for this combination, I'll send along quick-growing, magic Indoor Lawn seed. Grow a thick, plushy 'carpet' for your plant groupings!

With all these Special Offers, I'll send easy growing instructions. And remember—if you're not satisfied when your shipment arrives—I want you to return it at once for full refund! To get these amazing bargains—

MAIL THIS EASY ORDER BLANK, NOW!

Marie Kruse
DEPT. 61535
Bloomington, Ill.

Send me:

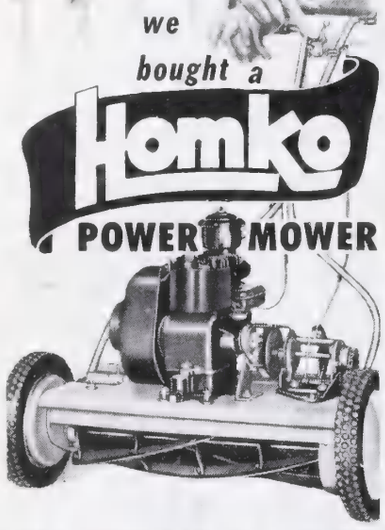
..... MAGNOLIA TREES
..... GORGEOUS 'GLADS'
..... GREEN PARADISE combinations
..... GLOXINIAS

I enclose ....., for which send goods postpaid. (If you prefer, send no money, and I'll gladly ship C.O.D. plus postage)

Name .....

Address .....

one thing we know... glad we bought a Homko POWER MOWER



NEW MECHANICAL CLUTCH

Now everyone... even children... can mow easily and quickly with this lifetime HOMKO Power Mower

Simply raising or lowering the handle controls mower motion. No complicated gadgets... modern, simple. Finger-tip HAND LEVER sets the walking speed desired. 18", 20" and 24" cutting widths. Powered by a nationally known, 4-cycle air-cooled gas engine. You'll be glad you bought a HOMKO!

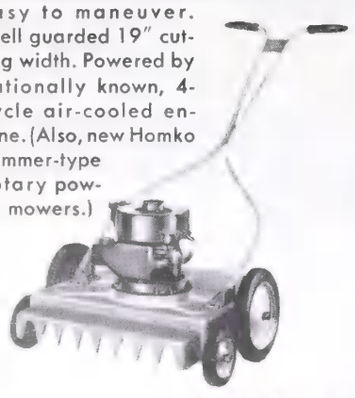
HOMKO Fold-Away Lawn Sweeper



Cleans lawn faster, easier and better. Wheels to disposal point and tips to unload extra-large basket. Adjustable brushes make it the all-purpose sweeper.

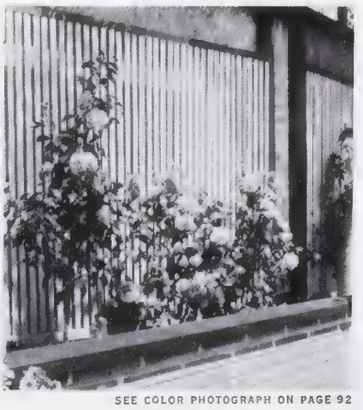
ROTARY POWER MOWER

Revolutionary air-foil shaped blades give lawn a smooth appearance, also cuts high grass or weeds. Sturdily built, easy to maneuver. Well guarded 19" cutting width. Powered by nationally known, 4-cycle air-cooled engine. (Also, new Homko trimmer-type rotary power mowers.)



demand dependable HOMKO ...TRULY A QUALITY PRODUCT

WESTERN TOOL & STAMPING CO.
DES MOINES 12, IOWA



SEE COLOR PHOTOGRAPH ON PAGE 92

How to GROW CAMELLIAS

By William Lanier Hunt, FRHS

CLIMATE and soil in the South and on the West Coast are so much like those of Southeastern China, the home of camellias, that these wonderful plants are easy for us to grow. We have only to see that they have the same slightly acid soil produced by the falling leaves of the hardwood forests and the same filtered light which falls upon them through the high shade of big trees to make them permanent plants in our landscapes.

Northern gardeners find camellias as easy to grow as indoor tub plants, so much so that every winter the Massachusetts Horticultural Society holds a camellia show. Southern gardeners also are turning to tub growing (color photograph on page 92) as a way to provide a dramatic close-up setting for them when in bloom and easy transfer to a less conspicuous spot when out of season.

How much shade?

Camellias will grow in full sun. In fact, they usually bloom more heavily in sun than in partial shade, but there is always danger of sunscald on the foliage, and the flowers are usually not as perfect in the sun as they are in the shade. In full sun, the buds are tempted to open earlier in the season than they should and often get killed by a sudden freeze.

Camellias will actually grow in very deep shade, too, but then they rarely bloom, and they make long spindly growth which is pretty. The medium growth they make in semi-shade is more satisfactory, and the blossoms produced under these conditions are the best show flowers, for the broken light preserves their color and prevents the winter sun from browning the edges of the fragile petals after a cold night.

Soil preparation

When you set out to prepare the soil for a camellia, you are getting ready for a large plant which will put on a big show of flowers for the rest of your life. This is no rose bush but a huge broad-leaved evergreen shrub which is going to get 15 or more feet high in your lifetime. So dig a big hole for your camellia. Three feet deep and four feet across is not too much.

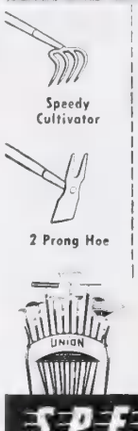
Camellias are deep-rooted plants. They need a rich soil to support the great crops of blossoms which they produce each year. They also need a deeply prepared soil which will hold plenty of moisture because great quantities of water go out through their leaves every day in the year. Deep preparation of the soil at planting-time will save you many hours of watering later during times of drought. It will give you a safer feeling if you have to be away from home when there is a drought going on, too, especially during summer vacations.

Save the richest soil from the top of the hole, and discard the subsoil. Bring in rich woods soil if you can get it. If not, then use your garden soil if you haven't limed it heavily. The mixture you put back into the hole should be made up of two parts soil and three parts humus of some kind. Since you are trying to re-create a forest soil which is slightly acid, well-decayed oak or hickory leaves make the ideal humus to use. If you cannot get it, use acid peat or almost any kind of decayed vegetable matter

(*Continued on page* 197)

matched tools for home gardeners





Instead of a haphazard collection of lawn and garden tools, wise gardeners buy matching SPEEDLINE tools—all lighter, faster working patterns, all tempered one-piece forgings, all finished alike with blue handle, gold trim.

Look for the tools with blue handles. Pick out what you need. You can always add later to your matched set.

SPEEDLINE
BLUE-HANDLE GARDEN TOOLS
THE UNION FORK & HOE CO., Columbus, O.



Famous TYLER ROSES

Free Illustrated Catalog and "Hints on Care and Culture of Roses." Trial Offer: Send $2.00 for four 2-year-old field-grown bushes, all different, World's best varieties—guaranteed.

McCLUNG BROS. ROSE NURSERY
Route 5, Box 275-D Tyler, Texas

AFRICAN VIOLETS
"America's Favorite House Plant"



3 varieties, labeled, healthy plants, Post Paid, U.S.A... $1.15

115 VARIETIES PLANTS.

Rooted Cuttings & Leaves. Unusual House Plants. Complete line of Supplies. All at reduced prices. FREE CATALOG. FRENTZEN FLORAL GARDENS
Dept. B, 309 Lake Ave., Pitman, New Jersey

WATER Lilies



FREE CATALOG
Illustrated In Color
Everything For The Lily Pool
SLOCUM WATER GARDENS Dept. H 3, 950 Front St. Binghamton, N. Y.



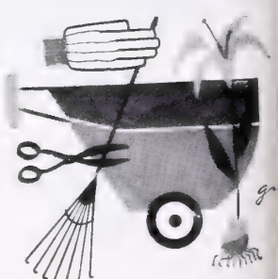
RARE CACTI
WINDOW GARDENER'S DELIGHT

Our 1951 colored catalog Lavishly illustrated. Hundreds pictured and described. Full cultural directions. A handbook of cactus lore FREE TO CUSTOMERS. If wanted for reference 10c is appreciated for mailing costs. For your copy Write Now to P. O. Box 41
JOHNSON CACTUS GARDENS . . . PARAMOUNT, CALIF.

25 for $5. TREES

2- and 3-year selected transplanted trees, 6 to 14 inches tall, 5 each of: Red and Scotch Pine, Norway and Colorado Blue Spruce, and Canadian Hemlock. Postpaid at planting time. For complete Evergreen catalog, Write Box 10-C.

MUSSER FORESTS, Inc.
Indiana, Pa.



LOXINIA—GLAMOUR GIRL FOR YOUR GARDEN

CONTINUED FROM PAGE 188

o or more months. Stop water-g. Soon the leaves will wilt and rivel. Move the now-resting, un-ghtly plants into storage. Stor-ge temperature must not fall be-w 60 degrees. (Remember they e sub-tropical plants.) Water the ts lightly once a month.

hen new growth starts. Tubers ually start to grow after resting o or three months, so inspect casionally to detect the new owth. Repot immediately and ing into the light or your tubers ll be weakened seriously. Re-ove the old soil carefully. Repot a six-inch pot if tuber now easures 1½ inches across. Put t in a sunny, warm window. radually increase the watering as w leaves pop out.

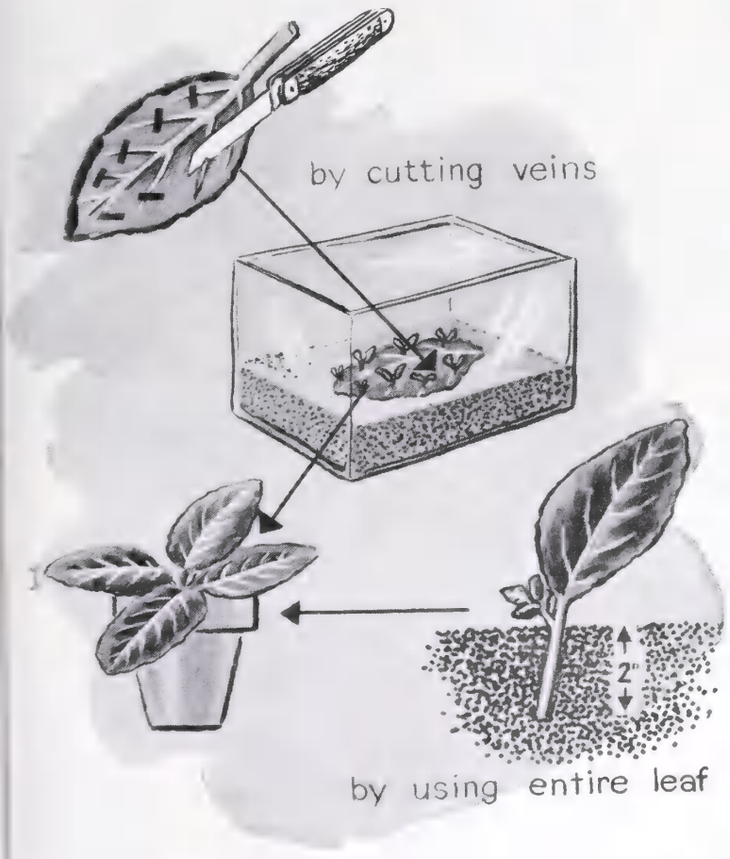
If you buy dormant tubers, you n use this same forcing tech-que. Pot the new tubers in moist at in small pots to save space. nce new leaves appear, repot in e-inch pots in usual peat-soil.

ow to increase your stock. Tubers e for years, of course. If you have a favorite that you would like to multiply, use either of the two methods shown below.

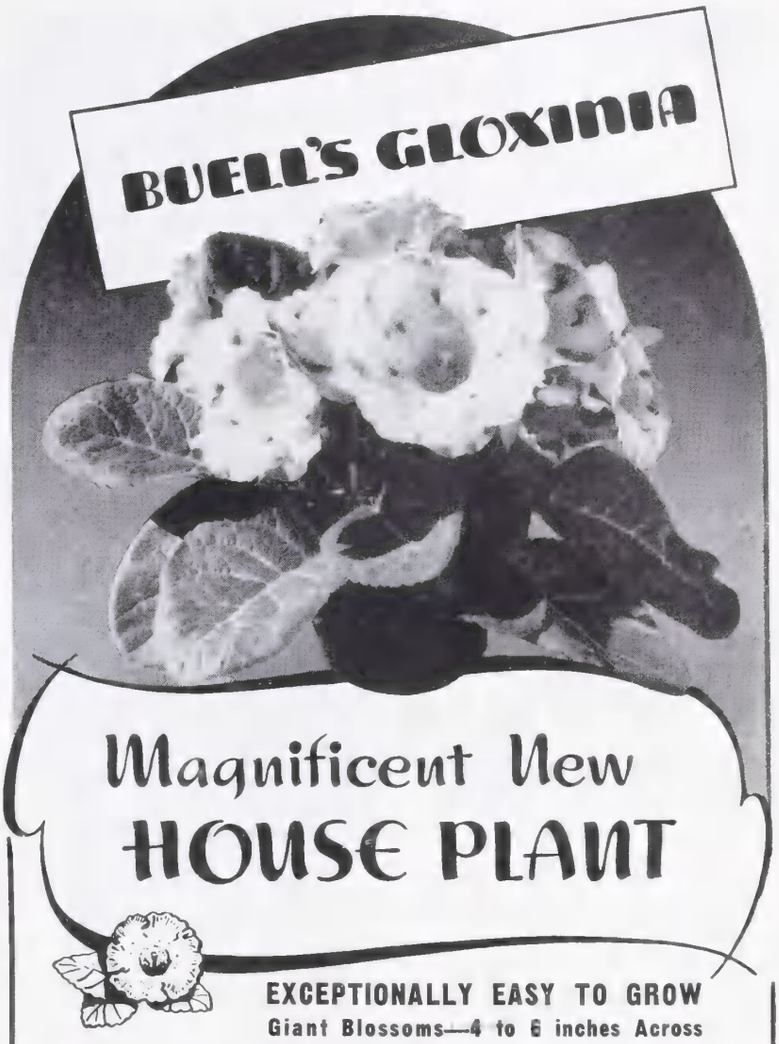
Gloxinia specialists also sell seeds. They are very tiny and rather expensive (about two cents each), but are fairly easy to grow. Expect bloom in eight to ten months from seed sown in July or August. It's too late to sow seed this spring because the plants would rush into bloom before they had grown large enough to survive blooming.

Sow the seeds on top of a quarter-inch layer of screened sphagnum moss over a three-inch depth of peat-sand-soil mixture. Do not cover the seeds. Merely water carefully and cover flat or pot with a sheet of glass, (propped up on one side slightly to prevent excessive condensation of moisture on the glass). Shade with a sheet of newspaper until the seeds sprout. Be certain the soil never dries out. The fifth to ninth days are critical. Seedling gloxinias are well worth the trouble. They often exceed the blossom size of the finest kinds you can buy as tubers.

Two ways to grow plants from leaves



• Best method for amateurs: Pick any vigorous leaf while your plant is in bloom. If you want several plants, cut veins in leaf and pin it horizontally onto moist sand in terrarium or glass box. Cover with sheet of glass and keep sand moist. Small bulbs form as parent leaf yellows and dies. Pot these; they grow into new plants. To get one big plant, insert leaf upright in sand.



Magnificent New HOUSE PLANT

EXCEPTIONALLY EASY TO GROW
Giant Blossoms—4 to 6 inches Across

50 New Exquisite Different Beautiful Color Combinations

Here are **just a few** of the **new** types to be found in this Buell strain:

Double-toned reds.
Double-toned purples.
Pure, snowy whites.
Large, ruffled white.
Scarlet, veined, spotted.
Exquisite orchid hues.
Brilliant red shades.
Shades of blue, lavender.

AVAILABLE IN MIXTURE ONLY

BUELL'S Special GLOXINIA SOIL
1 Qt. 75¢ 2 Qts. 95¢ 3 Qts. $1.15
5 Qts. $1.75 10 Qts. $2.95
Prepaid East of Mississippi.
Add 25c per Qt. West of Mississippi

MOST UNUSUAL GUARANTEE
All of our bulbs are guaranteed **through the entire first blooming season.**
If any items fail to bloom—are not true to color and catalog description—do not produce flowers of appealing color—or are unsatisfactory in any other way, replacements will be sent at no charge during the following shipping season. Or the original purchase price will be refunded immediately.

Bloom in June, July and August

We are so confident you will be delighted with these new hybrids that we promise to replace any plants which do not produce blooms worthy of your fondest expectations.

HEALTHY STRONG ROOTED STARTED PLANTS

The easiest way to raise Gloxinias is to start with our husky started plants, well rooted, actively growing in individual shipping pots. **Even the beginner can enjoy wonderful success.**

1 Plant ..... 95¢ 3 Plants $2.65
2 Plants ..... $1.75 6 Plants $4.95
12 Plants..... $8.65

AVAILABLE IN MIXTURE ONLY

Shipped Prepaid anywhere in the United States.

DETAILED, EASY TO FOLLOW CULTURAL INSTRUCTIONS INCLUDED WITH EVERY ORDER

BUELL'S Hand Pollinated SEEDS
100 Seed Packet 75¢, 200 Seed Packet $1.00
Shipped Immediately Prepaid.

TUBER MIXTURE
Selected Mixture Imported Dutch Hybrids. Fat Healthy Tubers of large flowering size.
35¢ Each 3 for $1.00



Full Color
GLOXINIA FOLDER—HOUSE PLANT CATALOG

For growing in your home—imported, choice, rare and unusual bulbs such as GLOXINIA TUBERS, AMARYLLIS, ACHIMENES, ISMENE, NAEGELIA, VALLOTA, Rex Begonias, and many other fascinating plant gems. Unusual pottery and planters. Accessories for indoor gardening.

SEND 10¢ IN COIN OR STAMPS FOR YOUR COPY
ASK FOR CATALOG HP—700

Full Color* GLOXINIA FOLDER *Sent With Every House Plant Catalog.



AMERICA'S FOREMOST BULB SPECIALISTS

The Barnes IMPORTERS
EAST AURORA 13, NEW YORK

Wayside Gardens

FINE NEW CHRYSANTHEMUMS
Winter Hardy Rubellum Hybrids

New Hardy English Chrysanthemums, winner of "Award of Merit" from the British Horticultural Society. Seven exquisite varieties in luscious shades of pink, lilac, bronze, old rose and rich wine-red. Compact plants bear hundreds of big, daisy-like flowers a few weeks after planting. . . . . *Collection (1 ea. of 7) $6.00*

SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

Almost 200 pages, filled with hundreds of flowers illustrated in their natural colors. Thousands of gardeners rely on this book, year after year, as their source book of ideas and the finest worthwhile new plants. Complete cultural instructions for each item. To be sure you get your copy, it is necessary that you enclose with your request 50¢, coin or stamps, to cover postage and handling costs.

32 MENTOR AVE. MENTOR, OHIO

Wayside Gardens



Autumn Rose

The unusual color of this enchanting new "mum" is hard to describe. Subtle blending of coral, rose and Jasper red with soft buff undertones. Clusters of large, double flowers are stunning in arrangements. Starts blooming early in September. . . . . *3, $2.75; Dozen $8.50*

How to keep your power mower happy



Oil correctly. You wouldn't think of starting a new automobile without checking to be certain there was oil in the crankcase. But every year mower makers get numerous complaints from customers who ruin the engine by failing to put oil in the crankcase. Many people seem to think that ALL small engines have the oil and gasoline mixed together, but this is true only for the two-cycle type. And engines have been ruined by neatsfoot oil, sewing machine oil, etc. Use oil grade specified by makers.

Tighten your mower periodically. Your new car gets a 1000-mile check-up, but too many power mowers are run without tightening until they literally fly apart. Plan to tighten and grease your power mower after every ten hours of use—about 3 times a year for many owners.





Avoid accidents during storage. Few power mowers ever wear out: Most meet an untimely end under the wheels of family car or delivery trucks. Actual collision damage may not appear great at the time, but the strains soon set up a rapid wear. The mower quickly grinds itself to pieces. Protect your investment by assigning it a safe storage place.

Never race the motor. Small engines get their power from high speed. To race the power motor, especially when cold (you'll be tempted to do this to keep it from stalling!), is a big mistake. Use the choke instead to secure a rich mixture until the engine warms enough for smooth operation at the normal mixture. If your mower happens to be underpowered (turns over very fast at normal mowing speed), you can save some wear and tear by keeping the gasoline mixture a little rich for extra power without extra speed—but avoid this problem by demanding a trial on your lawn.





Tune the engine regularly. Two minutes for tuning just before you put your mower away after every use (engine must be warm when adjusted) insures easy starting and smooth running. It's merely a matter of two adjustments (see your instruction book). Noisy engines wear out quickly, make the mower cut poorly, and make you unpopular with the neighbors. Properly tuned engines run without hesitation, even when mower blades hit wiry grass

DON'T MISS READING LAWN CARE





These timely bulletins tell how to solve your lawn problems. Like one New Jersey reader says, "LAWN CARE is jampacked with good advice." Send now for the current issue and learn how to start your lawn off right this Spring. Just drop a card to . . .

O M Scott & SONS CO
86 Spring St, Marysville, O also Palo Alto, Cal

FREE 2 year subscription



1951 Planting Guide
EARL FERRIS NURSERY

Free
BIG NURSERY BOOK
82nd Anniversary Catalog and Planting Guide
Our finest in 82 years! Gorgeous natural-color illustrations. Wonderful values in—
FERRIS NORTHERN GROWN EVERGREENS
Roses • Flowers • Shrubs • Shade Trees
Hundreds of attractive low-priced suggestions in this New 1951 Ferris Catalog FREE.
EARL FERRIS NURSERY
897 Bridge St. HAMPTON, IOWA

Your AFRICAN VIOLET Catalog FREE

WINDOW GARDENERS SEND FOR YOUR COPY OF THIS BIG 24 PAGE CATALOG • MANY VARIETIES ILLUSTRATED IN COLOR • AFRICAN VIOLETS IN BLOOM $1.25 & UP—POSTPAID AND GUARANTEED

MRS. JENNIE SPOUTZ
13310 STATE FAIR NO. 3
DETROIT 5, MICH.

STAR ★ ROSES



Get PEACE now—2-yr., field-grown plants, $2 ea., 3 for $5 ppd.
Our FREE Catalog shows PEACE, includes 129 Star Roses, All Guaranteed to Bloom. WRITE TODAY.

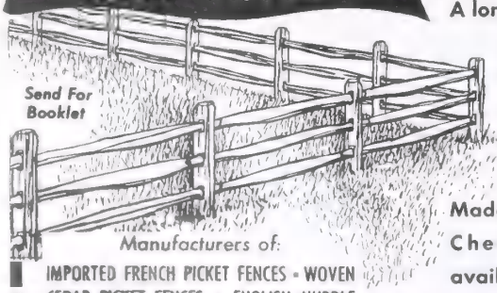
"3 STAR" SPECIAL
3 2-yr. Rose Plants. Our Selection (NOT Including PEACE) Popular, tried and true Roses, in different colors. $2.00 postpaid
★ VALUE AT LEAST $3.75
THE CONARD-PYLE CO., West Grove 282, Pa.

20 MILLION TREES A YEAR!



New 1951 catalog features Christmas Tree Growers' Guide; Evergreen, Fruit, Shade, Nut Trees; Roses, Berries, Shrubs. Write to Box 10-C.
MUSSER FORESTS, Inc.
Indiana, Pa.

WOODEN FENCES AND GATES



Send For Booklet

Manufacturers of:
IMPORTED FRENCH PICKET FENCES • WOVEN CEDAR PICKET FENCES • ENGLISH HURDLE FENCES • POST AND RAIL FENCES • "Won't-Sag" FARM GATES • SELF-LOCKING FIELD GATES • CHILDREN'S (OUTDOOR) PLAY-YARDS

POST & RAIL FENCE

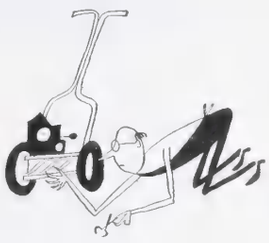
A long time favorite because of its rugged, practical beauty. Ideal along property lines and roads; also as enclosure for horses and cattle. Made of selected hand-split Chestnut. This fence is available in 2, 3, or 4 rail types.

Rusticraft FENCE CO.
(DAVID TENDLER) Est. 1918
6 KING ROAD, MALVERN, PA.



Keep the mower dry. Mowers aren't made for use on rainy days. Get them under cover. Actually, the engine can take it better than the mower, which has wheel and reel bearings far from watertight. Once you get water into these bearings, you are in trouble—so don't mow wet grass or use your hose to wash your mower. If you confine your mowing to dry grass, there's no need to wash the mower. Simply brush away clippings that stick on your machine.

Adjust the cutting blades. Quality mowers are designed so that the blades just clear the bedknife. Maintain this adjustment—never let the blades actually touch. Reel must fan grass against bedknife which does the actual cutting. Action is NOT shearing like scissors. If you can hear blades clicking against metal, mower is out of adjustment (wearing uselessly). A properly adjusted mower never needs sharpening (grinding).





Do not use belt dressing. Most home mowers have a slip-belt as the clutching device. In time the belt stretches and your mower loses power. The correct remedy is to use the adjustment take-up provided by the mower manufacturer. You must NOT apply belt dressing. To do so makes it impossible to stop the mower! Each year mower makers get irate letters from customers who cannot stop their mowers. Belt dressing is always the culprit.

Beware of obstructions. Bumping trees, stones, or the elevated edges on concrete paths throws your mower out of adjustment and thereby causes rapid and unnecessary wear. Learn how to operate the controls and avoid these troubles: Bird baths have been upset, record jumps made off high retaining walls, and mowers dunked accidentally in the family swimming pool. Other owners have worn out the reel rather quickly by letting it run when the mower was moved across a crushed-stone driveway; there's no sense in subjecting the blades on your mower to sticks and stones on the lawn. Rake it!



DRAWINGS BY ERDOES



Use only clean gasoline and oil. Be sure the gasoline and oil jugs are tightly capped for safety and to be sure dirt cannot fall into them. Label carefully—mowers won't run on kerosene, range oil, etc. Always wipe the top of the gasoline tank before adding gasoline or oil. Strands of dry grass are one of the frequent causes of fuel stoppage on mowers. They usually fall into the tank during the filling operation, but can be sucked directly into carburetor through a broken air filter. Dirt in oil quickly wears out the engine.

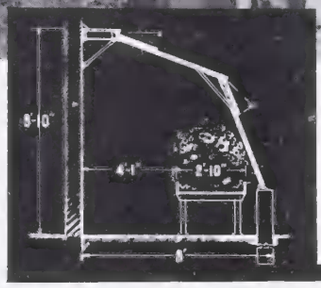


Orlyt

LEAN-TO GREENHOUSE $385

See Our Displays At The Spring Flower Shows.

Here's a way to add an extra room to your home for very little money. . . . A garden room you will live in most of the time. . . . Grow fascinating flowers and plants that keep your days filled with interest all year 'round. Like all Orlyts, the Lean-to Greenhouse comes in sections for easy assembly with bolts and screws. Simple to put up any time, anywhere. Size—8 by 11 ft. already to put on your foundation and attach to your home. Other Orlyt greenhouses from $210. Your house heating system can be extended for the greenhouse or automatic electric heat is available. Automatic roof ventilation and heat give complete carefree temperature control. **Write for free Booklet No. L. 98.**



Fascinating Handbook "Greenhouse Gardening for Everyone," 22 chapters, well illustrated, P. P. $4.00

LORD & BURNHAM
IRVINGTON, N. Y. DES PLAINES, ILL.
ST. CATHARINES, ONT.
Greenhouses of Every Type Since 1856

It's Wonderful...

what a pleasure it is to power-cut grass with Excello. No more pushing, straining, sweating in the broiling Summer sun! No more unkempt-looking lawns! Excello effortless mowing means grass cut quickly, easily and at the right time for improved lawn health . . . for that enviable carpet-like appearance. Full information about popular priced, time-tested Excello power mowers, hand mowers and lawn sweeps sent on request.

EXCELLO 21" MOWER
America's favorite reel mower. Famous Briggs and Stratton or Clinton engine. Timken bearings. Positive, trouble-free clutch. 1951's greatest power mower value!

how things get done with an EXCELLO Power Mower

It's a promise...from Excello

Excello—Caretakers of the Nation's Lawns
HEINEKE & COMPANY
Since 1902 Springfield, Illinois

HEINEKE & COMPANY, Dept. HB-1
Springfield, Illinois
Gentlemen: Please send me full information on the complete Excello line plus FREE copy of 24-page, illustrated, 2-color lawn care booklet.

My Name_____
Address_____
City_____ Zone____ State_____
My Dealer's Name_____

Clip This to get Special-by-Mail!

GLOXINIA Plant



- Vividly colored!
- Giant Blooms!
- Easy to grow!

$1

Sensational offer! Now you can have a beautiful Gloxinia plant that produces lovely velvety, trumpet shaped blooms for only $1. Vivid colors. Leaves are huge dark green—soft and velvety! Magnificent house plants! $1 each; 2 for $1.75; 3 for $2.50. Postpaid if you send check, M.O. or cash. If ordered C.O.D. you pay postal chgs. Order now while they last!

ORDER BLANK

Owen Nursery, Dept. 557,
Bloomington, Illinois

Name .....

Address .....

.....

Send me .....

BEGONIA Plants

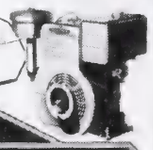


- Brilliant colors!
- Dainty waxlike blooms!

$1

You'll be delighted with this lovely, beautifully flowering begonia plant. Brilliant colors. $1 each; 2 for $1.75; 3 for $2.50. Postpaid if you send check, M.O. or cash. If ordered C.O.D. you pay postal chgs.

the world's most widely used single-cylinder gasoline engines



4 CYCLE

BRIGGS & STRATTON

GASOLINE ENGINES

This trade-mark is your guide to all that is best in single-cylinder, 4-cycle, air-cooled gasoline engine performance.

BRIGGS & STRATTON CORPORATION
Milwaukee 1, Wisconsin, U.S.A.



PERENNIALS From Pitzonka

If you are planning a new garden this year, or adding new life to the old, send for Pitzonka's beautiful Perennial and Pansy Catalogs in color. Pitzonka brings you the finest quality plants in a wonderful selection of the best of the old favorites. 25c in coin brings both of these catalogs to you. Write today!

PITZONKA'S PANSY FARM, Box 531, Bristol, Pa.

Beautiful, Exotic

CAMELLIAS

Grow Your Own Corsage Indoors on Plants

Gorgeous flowers 5 in. across. Bloom late fall to early spring. Other house plants in FREE catalog of nursery stock. Write.

ACKERMAN NURSERY
2020 Lake St. Bridgman, Mich.



Water Lilies

GUARANTEED TO GROW

FREE

Beautiful New 1951 Catalog Now Ready. Profusely illustrated in natural colors. Helpful directions. Everything for the Water Garden. Write for FREE copy today. (Canada 15 cents)

Wm. TRICKER, INC. 3108 Brookside Ave., Saddle River, N. J. or 3126 Rainbow Terrace, Independence, Ohio

Brand's WORLD FAMOUS

PEONIES

AND VERY FINEST HI-GRADE FRENCH

LILACS

ALL GROWN ON THEIR OWN ROOTS!

FLOWERING CRABS

OF HARDY WONDROUS SIZE & BEAUTY!

SEND FOR BEAUTIFUL TRUE COLOR CATALOG

Hundreds of world's finest, hardiest flowers, shrubs, plants, trees. Enclose 25c with request . . . deductible from first order of $3.00 or more. Deduct 50c on $5.00 order or more.

BRAND PEONY FARMS 144 E. Division St. FARIBAULT, MINN.

DUBOIS

Reg. U. S. Pat. Off.

WOVEN WOOD FENCE



Affords privacy and protection. Beautifies and screens from automobile glare. For country estate, suburban home, city lot or penthouse. Makes a lovely background for garden vines and plants. Moderate prices. Easy to erect. Never requires painting. Lasts for a generation.

3 styles—Close Woven—Close Cleft Open Cleft

Heights 18", 3' 10", 4' 11", 6' 6" & 8'



DUBOIS Old Fashioned Post and Rail Fence

The favorite fence for suburban and country homes. Hand split chestnut, with either chestnut or locust posts. 2, 3 or 4 rail styles, 4 feet high, creosoted post ends.

Also makers of DuBois 4 and 5 Bar Hurdles.

Write for free folders

DUBOIS FENCE & GARDEN CO., Inc.

342 Madison Ave., N. Y., N. Y.

Ridgefield N. J. 3990 Chevy Chase Dr. Los Angeles

Is your lawn getting you down?

CONTINUED FROM PAGE 120



Plantain



Quack Grass



Ground Ivy



Dandelion

cutting knives mounted on a di driven at high speeds. One adva tage of this arrangement is th the cutting knives are easily ke sharp by filing. An extra set quickly attached as needed.

Disposal of clippings takes tim whether they are caught or perm ted to dry a day and then rak up. Clippings do not harm the law if too heavy, but they are unsight So cut your lawn regularly wh the grass has grown an extra inc If your lawn gets away from yo cut a second time. This will ch the clippings fine enough and sc ter them so they fall inconspic ously into the grass. Some peo accomplish this by mowing counte clockwise so the clippings fall in the uncut grass and get cut ov a second time.

THE owner of a larger lawn m well consider the possibility maintaining part of it as a "vist lawn. This lawn would be cut a three- or four-inch height at frequent intervals. If weeds a kept under control so the grow is fairly uniform, the appearan from a distance will be satisfacto and the area extra good for ch dren's rough play. Longer gra can "take it" and provides a bet cushion for tumbles. It also sta green with less moisture.

The use of turf edgers reduc lawn trimming time. The spec mowers for that purpose also he cut down on the amount of ha trimming required. For larg lawns, portable power trimmers a available, both in electrically driv or complete units with small, pow ful gasoline engines driving t rotary cutting blades.

Watering. Next to mowing, wat ing probably requires more ti than any other lawn chore. He again, thought in selection equipment will pay off. Consid the size and shape of the ma parts of the lawn. Then try to fi a sprinkler that will cover t lawn evenly and slowly with fewest setting changes. You mig also need special sprinklers narrow areas, possibly betwe sidewalk and street.

Before watering, study your s and then apply water when a in amounts needed. In gener sandy or gravelly soils need f

quent light waterings. Heavier soils absorb and hold more water and so need longer sprinklings at greater intervals. Lawns in full sun, sloping to the south or west, dry more rapidly than those which face east or north. More water evaporates from an area that is closely clipped.

Seeding, feeding, weeding. Of all things easily done to the lawn, none shows more benefit than feeding. Since quite a crop is produced on a lawn each year, the nutrient supply is steadily exhausted. Replacing the minerals insures more vigorous growth and better color.

Plant food should be put on evenly, so a spreader is a must. A bit of care is advised so strips are not missed or some areas hit twice. The yellowish brown streaks sometimes seen in lawns may look like fertilizer burn, but actually result from lack of plant food. Areas that have been missed show up badly in contrast to adjacent well-fed grass.

If you want to avoid excessive growth after feeding, use lighter dosages and repeat them every other month.

A good two-wheeled spreader is a must. Such a machine will save time, do a better job, save materials. Features to look for include:

1. Reasonable price. A pretty good machine can be bought for something over $10. Junior models are available for less.

2. Sturdy steel construction.

3. Rubber tires.

4. Spread-rate control and shut-off conveniently located on the upper handle.

5. Can machine be hung up out of the way when not in use?

6. Openings at bottom of hopper should deliver the materials evenly across the spreader and not in rows. Wire-rod type of agitator assures a more even flow, so avoids the danger of dumping in ridges.

7. Also efficient for sowing seeds. Check this point carefully because many are not accurate with small seeds at low rates.

Late winter-early spring jobs. A large proportion of the lawns in this country, at least those east of the Mississippi, are in need of lime. This is not a plant food. Lime does supply calcium and magnesium but

(*Continued on next page*)



Chickweed



Wild Onion



Crab Grass

SKETCHES BY JOHN BRIMER



Buckhorn



Five models — 14- to 34-inch cut — priced from $205 to $575

By appointment to H. M. King George VI. Motor Mower Manufacturers Charles H. Pugh Limited

Britain's Finest!

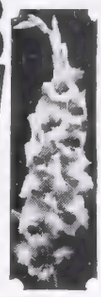
ATCO MOTOR MOWER

Britain's famed lawns and sports grounds have known the Atco Power Mower for years—over 100,000 now in use. Product of nearly a century's engineering experience. So soundly built that more than half the 1921 models—*30 years old*—are still on the job. Grooms lawns beautifully. *Rolls as it mows.* Easily handled and unusually steady. Finger-tip clutch and speed controls. If your dealer cannot supply you, write us. *Note: Additional dealers needed. Exclusive territories are now available for garden equipment specialists. Write for details.*

PHONE WHITEHALL 3-4242 or write
ATCO, 67 Broad Street, New York City

ATCO MOTOR MOWERS
67 BROAD STREET • NEW YORK, N. Y.

WRITE NOW FOR GOVE'S Gladiolus Book



80 Pages— Beautiful Pictures

I believe my catalog is the best, largest, most up-to-date book published on Glad Culture.

I list 450 leading varieties—including this year's top introductions, old and new favorites and the best from the WORLD'S leading hybridizers. Many special collections of wonderful value. You'll like the 12 Groupings—earliest, tallest, most beautiful, fragrant, miniatures, giants, etc. Write today for this big GOVE GLAD BOOK sent anywhere for 6c stamps.

CHAMPLAIN VIEW GARDENS
Elmer Gove Box B-3 Burlington, Vt.

CLEMATIS



CLIMBING VINE of RARE BEAUTY

Easy-to-grow, hardy—produces a profusion of delicate flowers in spring and early summer. Ideal for fence, trellis or wall. 38 varieties in wide color selection, valuable cultural information in our free colorful catalog—Write today.

JAMES I. GEORGE & SON, Box E, Fairport, N.Y.

Evergreen Trees & Flowering Shrubs

Rhododendron Maximum, Canadian Hemlock, Flame Azaleas, and Cornus Dogwood. 2 to 3 ft., 5 for $1.75; 10 for $3.00; 25 for $7.00; 100 for $25.00; 3 to 4 ft., 5 for $2.50; 10 for $4.50; 25 for $10.00; 100 for $35.00; 4 to 6 ft., $1.00 each. Rhododendron and Mountain Laurel Clumps, 2 to 4 ft. with 4 to 8 stems, $1.50 ea.

VALLEY VIEW EVERGREEN CO.
DOEVILLE, TENNESSEE

WHAT CAMP *will do the most for* MY *child?*

Every year Cosmopolitan Magazine's experienced, college-trained staff helps hundreds of perplexed parents solve their children's summer placement problem. This individualized Camp Information Service is available to you, too . . .

WITHOUT COST OR OBLIGATION

Just write, or telephone Columbus 5-7300. Ext. 446, giving age of child, special hobbies or interests, approximate rate you expect to pay and the preferred location. Address Director:

COSMOPOLITAN CAMP DEPARTMENT
57th St. at 8th Avenue, New York 19

HOLLY



Largest Collection of AMERICAN, ENGLISH, ASIATIC

with red berries and shiny dark green leaves. Small trees for every location.

Write for catalog today!

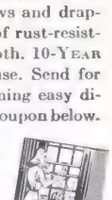
WILMAT HOLLY COMPANY
Box 304-K Narberth, Pa.



Once in place—always in place. No putting up . . . No taking down . . . No painting . . . No storing . . . No repairing.

PELLA ROLSCREENS are easily installed on your present windows. No fitting or cutting necessary. A touch of the finger and ROLSCREENS *roll up* automatically onto hidden rollers. Inconspicuous. They improve appearance of your home. Make rooms lighter. Keep windows and draperies cleaner. Insect tight. Made of rust-resisting, clear-vision, AluminA wire cloth. 10-YEAR GUARANTEE. Over 2,000,000 in use. Send for interesting FREE Booklet containing easy directions for measuring. Use handy coupon below.

☆ *Pella* ☆
ROLSCREENS
CASEMENT WINDOWS · VENETIAN BLINDS



Rolscreen Co., Dept. C-18, Pella, Iowa

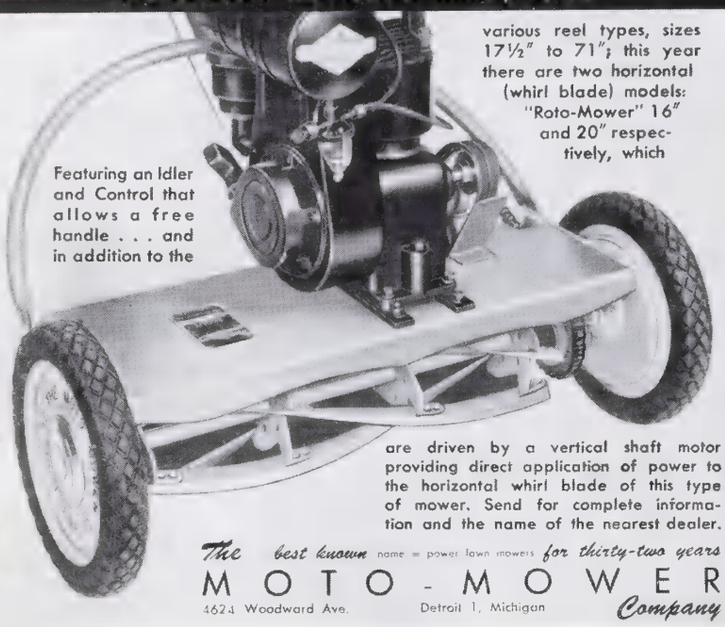
Please send FREE Booklet on ROLSCREENS. Also Pella literature on Casement Windows ☐. Venetian Blinds ☐. I am building ☐. I am remodeling ☐.

Name.....

Address.....

City.....*State*.....

Announcing
"MOTO-MOWER"
INCLUDING
first
fundamental improvement
in Power Lawn Mowing
now available on
NEW MODELS
Nineteen Hundred Fifty-One



various reel types, sizes 17½" to 71"; this year there are two horizontal (whirl blade) models: "Roto-Mower" 16" and 20" respectively, which

Featuring an Idler and Control that allows a free handle . . . and in addition to the

are driven by a vertical shaft motor providing direct application of power to the horizontal whirl blade of this type of mower. Send for complete information and the name of the nearest dealer.

The best known name in power lawn mowers for thirty-two years
MOTO-MOWER Company
4624 Woodward Ave. Detroit 1, Michigan

Rootin' around.. by BENE



"I STILL THINK IT WOULD BE EASIER IF WE CALLED THE LOCAL ROTO-ROOTER SERVICEMAN"

How true! Your local ROTO-ROOTER Serviceman specializes in sewer and drain trouble. His electric ROTO-ROOTER machine, with rapidly rotating steel blades, not only opens but actually razor-kleens the line from house to city sewer. Removes tree roots, rags, grease, even the most stubborn stoppages. No needless digging. Look for ROTO-ROOTER, general section, telephone book.

ROTO-ROOTER SEWER SERVICE

Free Book . . . How to Eliminate Sewer Trouble
ROTO-ROOTER CORP.
Dept. H-8, Des Moines 14, Iowa
A NATIONAL SERVICE AVAILABLE LOCALLY

BLUE SPRUCE
TRANSPLANTS
5 for $3.
Superior stock, well branched 5-year old transplants, 6 to 10 inches tall. Postpaid at planting time. For complete evergreen, fruit and shade tree catalog, write Box 10-C.
MUSSER FORESTS, Inc.
Indiana, Pa.

DR. STOUT'S Daylilies
For more Garden beauty with less garden labor. Pest and disease free.
Thrive in any soil: from Alaska to Florida.
FREE CATALOG, except 10¢ Canada and West of Denver.
FARR NURSERY CO.
Box 251 Weiser Park, Pa.



WATERLILIES
Everything for the Water Garden
Free Catalog
PLASTIC POOLS
Complete With Plants
$13.95 PP
S. SCHERER & SONS
25 Waterside Ave., Northport, L.I., N.Y.
Largest Growers of Waterlilies on L.I. since 1907

PRACTICAL APPROACH

That's what you find in House Beautiful's PRACTICAL GARDENER—the down-to-earth, how-to-do-it manual on saving gardening dollars, time and labor. It's the favorite guide of beginners, seasoned veterans, men's and women's garden clubs all over the country. Pick up your copy today . . . only 50¢ at leading newsstands.

IS YOUR LAWN GETTING YOU DOWN?

CONTINUED FROM PRECEDING PAGE

is needed to offset excessive acidity. The best way to know whether or not lime is needed is to have a pH test made. Except in limestone soils or where the sprinkling water is quite alkaline, most lawns need lime every few years. If in doubt, apply lime at 20 or 25 pounds per 1,000 square feet. Either ground limestone or agricultural hydrated lime is all right. In hot weather apply lime only when the grass is quite dry.

Late winter or early spring is a good time to put on lime. It is best to use it at least two weeks before applying plant food or sowing seed.

The downward movement of lime into the soil is quite slow, so repeated applications should be spaced a number of months apart.

Anyone building a new lawn should arrange for a soil test to learn if lime is needed. If so, it is much better to incorporate it into the soil to a depth of five to six inches (the important root zone).

Beetles. The East can probably expect a record brood of Japanese beetle grubs in 1951 because the wet weather last summer encouraged egg laying by adult beetles. Early spring is a good time to apply grub-proofing chemicals to the soil. Either DDT at one pound per 1,000 square feet or Chlordane at a quarter-pound is suggested. Both are now available in dry, granular form, easily applied by hand or with a spreader. The rates quoted are for the actual chemicals which are now available in different concentrations.

Weed control. Later in the season dandelions and like weeds will appear. Thanks to the magic of 2,4-D they are easily eliminated. This year you can have your choice of three methods of controlling weeds:

1. Use of spray or dust. Be sure to follow manufacturer's directions, particularly regarding the preparation of the solution, area to be covered, and in removing all traces of 2,4-D from the equipment after you finish.

2. Apply one of the combinations of plant food and 2,4-D that provide both weed control and grass feeding in one compound. These are dry substances best applied with a spreader.

3. Another new dry weed control will be on the market in 1951. A way has been found to impregnate vermiculite with 2,4-D. This provides a dry granular compound, easily put on by hand or with a spreader.

Practically all non-grass weeds are susceptible to the action of 2,4-D, but some are more resistant than others. Even wild onion or wild garlic is controlled with a couple of spring applications—one as the first shoots appear, another after the plants are fairly well grown.

Chickweed, Speedwell, and other winter annuals are resistant in cool weather but succumb to treatments in early summer.

Speaking of summer, it's a great time of year except for the most exasperating weed of all—crabgrass. It's a sneak invader that looks lush and bright green in June but gets tough, wiry, purplish, and brown by fall.

Fortunately it, too, can now be killed by chemical means. The mercury sprays have been used successfully for several years. A new material, potassium cyanate, appeared on the market last year, and many seemed to be pleased with its action. Mercury has the advantage of being almost completely selective: that is, crabgrass can be killed with little harm or discoloration to the desirable grasses.

In contrast, potassium cyanate usually browns out all vegetation for a time, though bluegrass recovers well in cool, wet weather. Potassium cyanate has the advantage, however, of being less expensive.

Another new product for crabgrass control was introduced last year—a mercury compound in a dry granular form. This eliminates fussing with mixing and spraying because it can be applied just as it comes from the package, either by hand or with a spreader.

You can take your choice as to what you want to use, but crabgrass need no longer be the menace that it was.

In a nut-shell—to enjoy that better lawn this summer, think and act now:

1. Get that lawn equipment into shape and plan to purchase needed new tools soon.

. Take samples from your lawn r soil test to determine lime need. mple test kits are sold by mail d through the better garden ores. Your county agricultural gent is usually equipped to test il for you. Most lawn-seed specialts also provide this service.

. Decide what materials will be eeded and get them now so you ill have them on hand when the eather breaks and you have time r the work. Here is a check list: me, plant food, seed, weed conol, crabgrass control.

. Start mowing as soon as the ass has grown an extra inch or . You can cut it fairly short ne inch) during the cool weather, t you must increase to 1½ to inches as hot weather approaches. risk permanent damage to your wn.

. Watch for early drying of the il. This may occur in April or ay. Start watering before the soil acks badly or the grass actually ows signs of suffering for lack moisture.

HOW TO GROW CAMELLIAS

CONTINUED FROM PAGE 190

veral different kinds mixed tother will do all right.

Avoid compost which has been ned, however, because it will obably neutralize the acidity. mellias need a soil with a pH tween 5.5 and 6.5. If you are customed to growing azaleas, u will find soil acidity a little sier to manage for camellias an for azaleas which need a pH from 5.0 to 6.0.

Keep the ground over the roots your camellias mulched at all es with peat, leaf mold, or pine edles. Do not cultivate the soil cause this would destroy the surce roots—another good reason preparing a big hole at the time ur plants are set out.

From time to time, it is well to t your soil to be sure it is acid ough. In some communities the y water is alkaline (hard water) l so gradually neutralizes the dity in your soil.

make soil acid

Rake away and spread aluminum sulphate on the l at the rate of one-fourth to e-half pound to the square yard. en put the mulch back and water your plant. Plain sulphur may be used, but only about one-fourth as much sulphur will be needed to obtain the same results, although this method is much slower. Many camellia fans use some of each when preparing their soils and alternate sulphur and aluminum sulphate in all future soil treatments.

If you think a second application is needed, wait about a month and test the soil again. In case it needs it, repeat the treatment at once.

Camellias are gross feeders

They need two feedings a year, especially when grown under trees. Make the first right after they finish blooming, and the second a month or six weeks later. Never feed camellias later than mid-June or your plants will make tender new growth which will not withstand the winter.

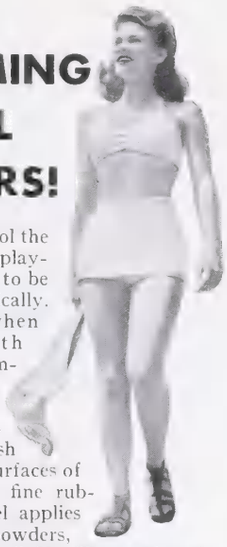
There are numerous special azalea and camellia plant foods on the market. These are all acid in reaction. Instructions are usually on the container, but approximately one-half pound to ten square feet is adequate.

Protection for new plants

If you are compelled to grow your camellias in full sun, they must be shaded for one or two seasons with either a slat covering which lets in about half the full sun or with some sort of porous cloth like gunny sacking. On new properties where the shade trees are not yet big enough to be effective during the middle of the day, be sure to use some covering for a few seasons until the trees provide some shade. During this time, you can have as fine show blossoms as anyone who grows the plants in partial shade.

Pest control

Camellias are subject to several kinds of scale insects. Miscible oil sprays rid the plants of these pests. Apply in the spring at feeding time and then again at the second feeding time.



SWIMMING POOL OWNERS!

● Make your pool the sparkling clean playspot you want it to be—easily, economically. It's possible when you paint with RAMUC—the gleaming water-resistant enamel that gives a beautiful tile-like finish to the concrete surfaces of your pool. This fine rubber-based enamel applies easily . . . never powders, blisters or flakes off. You'll marvel at the satin-smooth surfaces—so pleasant to the touch. It discourages algae growth too.

And no need to repaint every year. Long-lasting RAMUC will hold its *real* color under the strongest sun for season after season. That's REAL economy.

RAMUC is available in twelve delightfully attractive colors.

For *complete* information on how to keep your swimming pool clean and beautiful with minimum effort—write for "Swimming Pool Handbook." Enclose 10¢ (to cover handling) and be sure to mention the dimensions of your pool.

Ramuc—Registered Trademark.

INERTOL CO., INC.

490 Frelinghuysen Ave. Newark 5, N. J. — 27 South Park, Dept. 6 San Francisco 7, Calif.



Anchor protects your children and pets!

Protect children and pets from traffic and keep out trespassers with a sturdy, beautiful Anchor Chain Link Fence. Needs no annual painting or upkeep. Installed by factory erectors. Budget terms. *Write today* for free, illustrated pamphlet. ANCHOR POST FENCE DIV., Anchor Post Products, Inc., 6510 Eastern Ave., Baltimore 24, Maryland.

"Permanent Beauty for Your Home"

Anchor Fence

Nation-wide Sales and Erecting Service

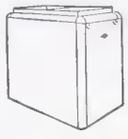




INDIANA CONTRACTOR FINDS BEST QUALITIES IN DELCO-HEAT CONDITIONAIR

"Being a general contractor," writes Ralph E. Aldridge of Kokomo, Ind., "I see many different makes of heating units in operation. I look for economy, dependability, good construction, correct installation and efficient operation—all of which I've found in Delco-Heat Conditionairs. I've used these units in the homes I've built recently, and in my own home, too."

Make Delco-Heat your choice—for the dependable satisfaction of a General Motors product, installed by heating experts. King's Heating and Appliance, Kokomo, made Mr. Aldridge's installations.

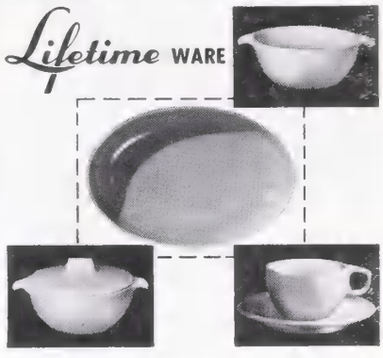


Delco-Heat Conditionair—with exclusive "Roto-power" Oil Burner—automatically heats, cleans, humidifies and circulates the air in your home. For automatic heat with any type of fuel, see your nearest Delco-Heat Retail Distributor.

FREE—Write for literature on Delco-Heat Oil Conditionairs. Address Dept. HB-34, Delco Appliance Division, General Motors Corp., Rochester 1, New York.

Read what other Delco-Heat users have to say—see pages 179, 186

Lifetime WARE



. . . weighty plastic dinnerware in 6 soft, through-and-through colors. Smooth, satiny surface . . . modern simplicity. Beautifully designed in Melmac by Jon Hedu. Want to know more . . . why not write for our free folder?

WATERTOWN MANUFACTURING COMPANY
200 Porter Street, Watertown Connecticut.

SAVE MONEY! ON WOOL RUG MATERIAL LOW FACTORY PRICES

55¢ PER LB. 25 pounds or over, 65c, less than 25 pounds

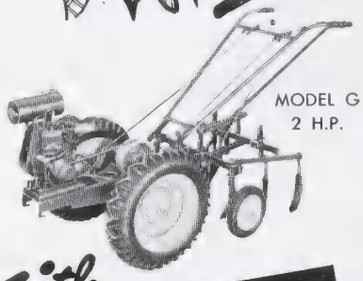
Rugs made from our wool look richer, last longer. Secret is 100% wool converted from used refinished paper-maker's felt. 10 glorious colors . . . finest quality. Only 10c pound extra to cut in strips 1½ inch wide, 1", ⅝", or ¼". State colors. Shipped C.O.D. if desired. Satisfaction guaranteed.

SPECIAL KIT FOR BEGINNERS: $1.98

Enough wool to make small rug, purses, or seat cover. Complete with Rug Braiders, Instruction Manual of beautiful designs, Rug lacer . . . only $1.98. Satisfaction guaranteed or money back.

BLOOMFIELD WOOLEN COMPANY
Dept. 24-C, Bloomfield, Indiana





with

WATERBURY *Portable* POWER

now

and ALL YEAR ROUND

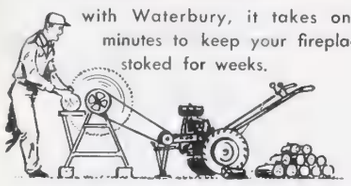
HEART-EASY SNOW REMOVAL

get it out of your way, quickly, neatly, almost effortlessly.



WOOD CUTTING

with Waterbury, it takes only minutes to keep your fireplace stoked for weeks.



THIS SPRING and SUMMER

plow, harrow, cultivate, weed with easy speed.



LAWN CARE

mow grass, clip weeds and roll out bumps — it's easier, quicker with Waterbury.



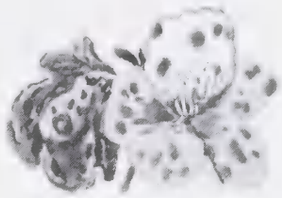
See WATERBURY 9 WAYS BETTER!

at your hardware or implement dealer

WATERBURY TOOL DIVISION
VICKERS INCORPORATED
A SUBSIDIARY OF THE SPERRY CORPORATION
104 AURORA ST., WATERBURY 20, CONN.

PESTS OF THE MONTH

AZALEA PETAL BLIGHT



Blooming flowers suddenly become spotted with white or brown, then collapse into a slimy mass within a few hours.

Look for

Brown and rotting petals.

Usually found on

Azaleas, especially in the South.

What to do

Protect blossoms with sprays of dithane or phygon. Also clean up and destroy all debris, dropped blossoms, etc. around the planting.

SCALE



Causes dead and dying branches, poor foliage. Often kills the branches, sometimes entire plant.

Look for

Tiny gravish, waxy scales. Often overlapping.

Usually found on

Lilac and euonymous often infested. Less common on elm, viburnum, honeysuckle, dogwood, hawthorne, crabapple, pear, and rose.

What to do

Remove at once all heavily infested shoots that can be spared. Then apply a dormant oil spray before growth starts in the spring. Spray with nicotine sulfate and soap solution in the spring when young are hatching. The young crawl in late spring and early summer.



Not that she no longer loves her former janitor . . . her husband.

But her new janitor . . . well, he's easier to control . . . just a dial on a thermostat that she sets and forgets!

And her new janitor produces and delivers . . . tempered air at any temperature desired, scientifically humidified and circulated fresh air . . . limited in dust and pollen . . . and continuously replaced . . . automatically and economically.

Yes, now her new janitor is the MOR-SUN furnace . . . the most beautiful furnace ever built!



FOR GAS AND OIL!

Please send your free four-color guide to automatic healthful indoor comfort.

NAME .....

ADDRESS .....

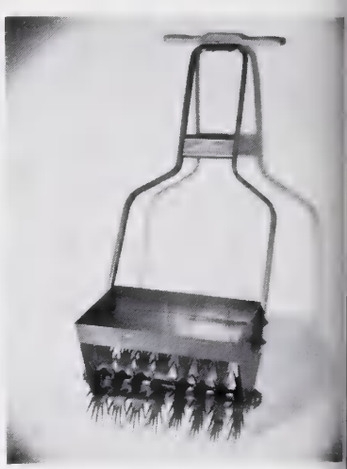
CITY ..... ZONE .... STATE ....

MOR-SUN Furnace Division
MORRISON STEEL PRODUCTS, INC.

WORK-SAVERS FOR GARDENERS



African violets are easy to grow if y have these two new pest killers—So ene to add to the soil and Optox be applied to the plants as a spra Virdans Farms, Phelps, New Yo



Many lawns grow poorly because t soil is so tightly packed that the ro smother. "Ohio Spike Disk" punch holes that let air in. Ohio Machi Products, Inc., Columbus, Ohio.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISN



Want to sit and ride while you m the grass? Ride-A-Mower is a se propelled rotary power mower. Can used to tow a roller or cart. Ma by Belknap Co., Bridgeport, Co

HOW TO BETTER YOUR HOME... BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home . . . better your LIVING." An asterisk (*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

Home Furnishings

BATHROOM ACCESSORIES

185 Counselor Streamlined Scales
166 Pearl-Wick Hampers

CHINA, GLASS, SILVER & TABLEWARE

145 *Alvin Sterling
150 *Amston Sterling
171 *Brookpark Melmac Dinnerware
175 *Buenilum Hostess Accessories
161 *Cemar Tableware
16 *Flintridge China
70 Fostoria Century Crystal
Inside Front Cover Gorham Sterling
140 Imperial Cape Cod Crystal
5 International Sterling
122 Libbey "Safedge" Crystal
167 *Pacific Silver Cloth
13 *Reed & Barton Silver Service
64 *Strombergshyttan Swedish Crystal
67 *Seneca Crystal
167 *Spode Dinnerware
158 Sterling Fashioned Crystal
35 Wallace Sterling
197 *Watertown Lifetime Ware
34 *Wedgwood Dinnerware
9 Westmoreland Famous Chickens
148 *West Virginia Hand-Wrought Crystal Bowl

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

162 *Barret Redi-Made Drapery Panel Prints
134 *Boltaflex Upholstered Furniture
147 Brunschwig & Fils Decorative Fabrics
53 Cyrus Clark Decorative Fabrics
180 Fielderest Nylon Lace Curtains
144, 145 Goodall Decorative Fabrics
166 *Judd Drapery Hardware
152 *Kirsch Drapery Hardware

FIREPLACES & ACCESSORIES

146 *Heatilator Fireplace

FLOOR COVERINGS (RUGS & CARPETS)

121 Bigelow Carpets
197 Bloomfield Woolen Co.
57 *Firth Carpets
154, 155 Goodall Seamloc Carpeting
163 *Gulistan Carpets
21 Masland Beautiblend Broadlooms
54 *Olson Rugs
177 Powder-ene Rug Cleaner
8 *Spongex Rug Cushion
170 *Priscilla Turner Hooked Rugs

FLOOR COVERINGS (HARD SURFACE)

12 Goodyear, Wingfoot Vinyl Flooring

FURNITURE

200 *Baker Furniture
172 *Bodart Furniture
134 *Boltaflex Upholstered Furniture
181 *Colonial Provincial Cabinet
67 *Continental Furniture
111 *Cosco Posture Back Kitchen Chair
159 *Extensole Tables
169 Futorian Furniture
178 *Harvard Bed Frames
176 Imperial Tables
22, 23 International Furniture Company
161 Jamestown—The Duchess of Parma Chair
7 Kenmar Capri Sofa
162 *Kittinger Furniture
33 Kroehler Cushionized Furniture
174 Lloyd Chrome Plated Furniture
133 Mersman Tables
151 *Molla Wrought Iron Furniture
136 *Rway Furniture
147 *Sieling Modern Furniture
171 *Tell City Chairs
156 *Unité Vanity and Bench
46 *White Bedroom Furniture

LAMPS

132 Verplex Lamps & Shades

LINENS & BEDDING

45 Cannon Mills Towels
159 Hi-Jacs

MATTRESSES

186 *Perma-A-Lator Wire Insulators for Mattresses
124 *Spring-Air Mattresses

RADIOS, PIANOS, MUSICAL INSTRUMENTS

155 Columbia Records
142 *Connsonata Organ
1 Dumont Television
171 *Everett Piano
14 G. E. Dial Beam Radio
128 *Hammond Organs
17 Magnavox Radio-Phonograph-Television
151 *R. C. A. Victor Records

SHADES, BLINDS, WALL COVERINGS

47 Canvas Awnings
187 Eastern Pre-Fab Venetian Blind
173 *Flexalum Venetian Blind
Inside Back Cover *Imperial Washable Wallpapers
36 Otis Woven Awnings
16 *Stockwell Wallpapers
130 Thomas Strahan Wallpaper
64 *Albert Van Luit Wallpaper
153 *Wall-Tex Fabric Wall Covering

MISCELLANEOUS FURNISHINGS

179 *K-Veniences Closet Fixtures
146 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

139 *Bryant Automatic Gas Water Heater
127 AGA Gas Dryer
125 G-E Disposall
182 *Hanovia Ultraviolet Quartz Health Lamp
10, 11 Hotpoint All-Electric Kitchens
131 *Permaglas Automatic Electric Water Heater
187 *Republic Duo-Way Disposal Unit
179 Slater Kloz-A-Lite
135 Universal Coffeematic
60 Weirton Steel for Kitchen Appliances

KITCHEN CABINETS

183 *Formica For Kitchens
181 *Kitchen Maid Kitchens
179 *Lyon Kitchens

MISCELLANEOUS SUPPLIES

186 Aristo-Mats

Building

ELEVATORS

177 *Inclinator Residence Elevator
170 *Shepard Residence Elevators

HEATING, VENTILATING & AIR CONDITIONING

59 *American-Standard Radiator
149 *B & G Hydro-Flo Heating
179, 186, 197 *Delco-Heat Oil Burners
138 *Hunter Package Attic Fans
2, 3 *Minneapolis-Honeywell Thermostats
198 *Mor-Sun Furnace
137 *Mueller Climatrol Furnace
129 *Waterbury Furnaces-Air Conditioners
177 *Williams Oil-O-Matic Oil Burners
180 *Webster Baseboard Heating
170 *Winkler L.P. Oil Burner

INSULATION

157 *Bal-sam-Wool Sealed Insulation
161 *Chamberlin Rock Wool Insulation

PAINTS

186 *Cabot's Creosote Stains
156 *O'Brien Paints
197 *Ramuc Enamel for Pools

PLUMBING

185 *Case Watercloset & Lavatory
160 *Eljer Plumbing Fixtures
48 *Kohler Plumbing Fixtures

WINDOWS & DOORS

182 *Fleetlite Aluminum Windows
195 *Pella Rolscreen Co.
65 *Rusco Combination Windows
63 *Thermopane Windows
176 *Truscon Steel Windows
169 Vita Automatic Windows

WOODWORK

165 *Curtis Woodwork

MISCELLANEOUS BUILDING

126 *Blue Ridge Patterned Glass
177 *Cutler-Hammer Multi-Breaker
172 *Marble Institute of America
187 Nichols Never-Stain Aluminum Nails
164 *Suntile Clay Tile
178 *Vikon Metal Tiles
143 *West Coast Woods

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

197 *Anchor Fence
195 *Atco Motor Mower
194 Briggs & Stratton Engines for Garden Equipment
194 *Dubois Fence Co.
193 *Excello Power Motor
190 Homko Power Mower
196 *Moto-Mower
193 *Orlyt Greenhouses
192 *Rusticraft Fence Co.
190 Speedline Garden Tools
198 Waterbury Tool Co.
188 *Worcester Shear Master

FERTILIZERS & INSECTICIDES

184 Vigoro

SEEDS, BULBS, NURSERIES

194 *Ackerman Nursery
191 *Barnes Importers
194 *Brand Peony Farms
195 *Champlain View Gardens
150 Colorado Carnations
192 *Conard-Pyle Co.
196 *Farr Nursery Co.
192 *Earl Ferris Nursery
190 *Frentzen Floral Gardens
195 *James I. George & Son
190 *Johnson Cactus Gardens
189 Marie Kruse
190 *McClung Bros. Rose Nursery
190, 192, 196 *Musser Forests
194 Owen Nursery
194 *Pitzonka's Pansy Farms
196 *S. Scherer & Sons
192 *O. M. Scott & Sons
190 *Slocum Water Gardens
192 *Spoutz
194 *Wm. Tricker Inc.
195 Valley View Evergreen
192 *Wayside Gardens
195 *Wilmat Holly Co.

Automotive

24 Packard Motor Car

Entertainment, Sporting Goods, Toys

62 *Celco's Color And Re-Color Toys

Foods & Beverages

180 Blueberry Jam
175 Cresta Blanca California Sherry
148 Dry Sack Imported Sherry
180 Garnier Liqueurs
123 Miller High Life
159 *Myers's Rum
168 Self's Specialties, Inc.

Stationery & Cards

6 Crane's Fine Papers
66 Eaton's Fine Letter Papers

Travel

69 *Canadian Government Travel Bureau
Back Cover Grace Lines

Miscellaneous

195 *Cosmopolitan Magazine-Camp Dept.
15 Pioneer Rubber Gloves
196 *Roto-Rooter

Department, Furniture, Jewelry & Specialty Stores

29 Black, Starr & Gorham
51 *Colten's
43 J. F. Day & Co.
28 Hammacher-Schlemmer
61 Hess Bros.
41 R. H. Macy & Co.

BETTER YOUR HOME · BETTER YOUR LIVING ·

FURNITURE
BY
BAKER

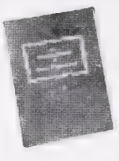
A special kind of furniture designed, built and finished to please those who appreciate the finest.

To suit either traditional or contemporary taste, the Baker collection affords a unique choice of distinguished living room, dining room, and bedroom furniture . . . To the right, from the classic Palladian group; below left, pieces from the Far East collection, right, fine traditional mahogany.









To receive your copy of the 48-page "Baker Guide to Good Furniture," please send 25c to Department 20

Baker Furniture, Inc.
CABINET MAKERS
20 MILLING ROAD, HOLLAND, MICHIGAN

For the care of your fine furniture use "Old World Polish." One dollar.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS, INC.

House Beautiful

APRIL 50c
55¢ IN CANADA

BURLINGAME
PUBLIC LIBRARY
Burlingame, Calif.
1951



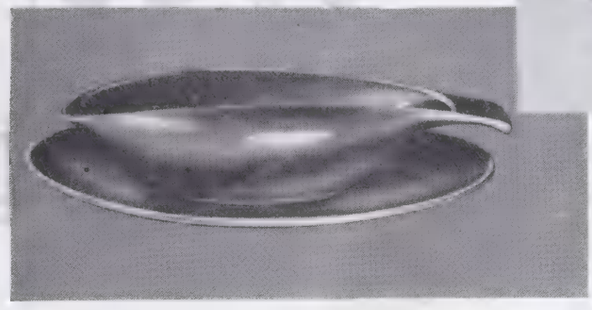
THE HECHT CO.

WASHINGTON, D. C. & SILVER SPRING, MD.

traditional . . .







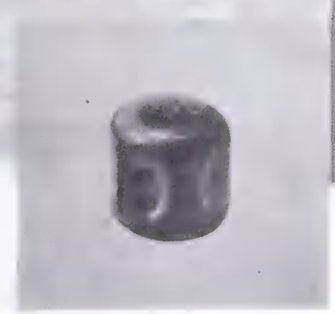
Russel Wright **american modern***

The *modern* dinnerware in the *tradition* of good taste, American Modern brings the drama of vibrant color and clear form to *traditional* rooms . . . the elegance of great *modern* design to contemporary settings. Mix or match the lovely colors created by Steubenville Pottery— it's easy to own several sets at this amazingly low price! Sixteen Piece Starter Set— 4 dinner plates, 4 cups, 4 saucers, 4 bread-and-butter plates—**$7.95** In Seafoam Blue, Chartreuse, Coral, Black Chutney, Granite Grey or White. Also in open stock. Write for brochure showing shapes, colors, prices of complete dinner service. Express charges collect. No C.O.D. orders.



. . . or modern





*Reg. U.S. Pat. Off.

Also available at

FOLEY'S, HOUSTON, TEXAS • **GIMBELS,** PHILADELPHIA, PA. • **FAMOUS-BARR CO.,** ST. LOUIS, MO. • **BURDINE'S,** MIAMI, FLA. • **LOVEMAN'S,** BIRMINGHAM, ALA.



SLIGH *furniture*

'Cross Country

You are invited to write to us for your copy of the exciting new 'Cross Country folder . . . illustrating all of the 'Cross Country open stock furniture designs, many in full color. Please send 10c in coin, together with your name and address to:

GRAND RAPIDS CHAIR COMPANY
GRAND RAPIDS, MICHIGAN
Founder Member Grand Rapids Furniture Makers Guild

Associated Companies:
CHARLES R. SLIGH CO. • SLIGH-LOWRY FURNITURE CO.



There is a world of convenience in the 'Cross Country *headboard bed that holds your favorite books, radio, phone — the sliding panels provide a comfortable headrest for reading in bed; the top, space for lamps. Double chest provides ample storage for apparel.*

'Cross Country — the new, casual furniture style that is sweeping the country . . . as American as the covered wagon . . . as contemporary as a flight plan. *'Cross Country* is designed to make your housekeeping easier . . . your entertaining more enjoyable . . . your home more beautiful, so convenient!

Here is furniture that gives you a decorative background for a comfortable family life. It's casual . . . yet it can be informal or elegant as you accessorize it. It's furniture designed for the American way of living — *your* way of life.

'Cross Country furniture is *open stock* — select basic pieces now, and add other pieces as you need them. For a one room apartment, for instance, you might use the pieces pictured at the right below. Later, in your complete home, the day-bed could be moved to the study-guestroom and a *'Cross Country* sofa chosen for the living room. There are limitless possibilities for every room.

You can arrange and re-arrange *'Cross Country* pieces to your heart's content — they're so *versatile*. Chest units, for instance, may be grouped together to form a long buffet — a double dresser or a living room console. Chairs, with and without arms, can form a long sofa, a love seat or may be used individually. Add a step table and these same seating pieces round a corner for a smart conversational grouping.



Elegance for the complete dining room . . . the 'Cross Country Butler Buffet with china deck — the round extension dining table. Buffet has two pull-out shelves for serving, compartmented silver drawer, spacious linen and china storage, grooved sections for storing trays.

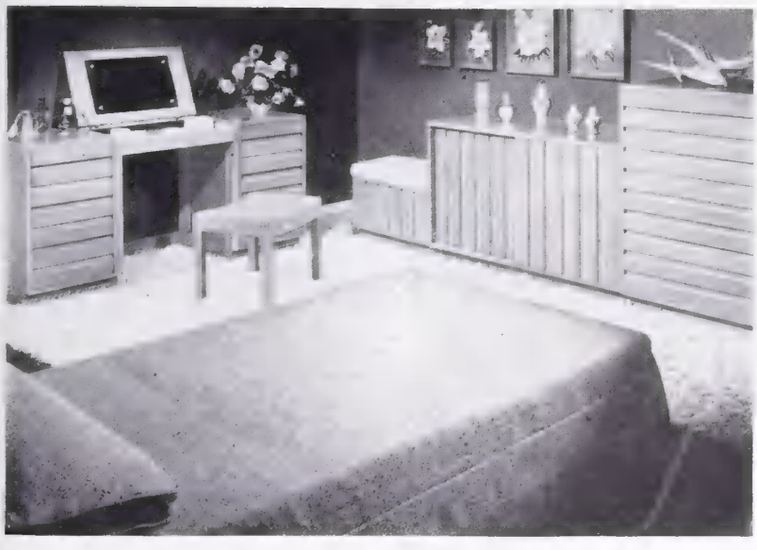
There are many of the specialized and dual-purpose pieces for which Sligh has become so famous . . . sliding door wardrobes engineered for the specialized requirements of men's and women's apparel; the famous Butler Buffet with interior fitments for silverware, linens, china, and glassware; the High-Lo Hostess Table, game-dinette table, and many others. Then, too, there are many unit pieces that may be grouped together or used singly to conform to your needs. *'Cross Country* furniture makes your home completely individual because it adapts itself so well to your special decorating requirements.

Everything about *'Cross Country* contributes to easier housekeeping — cabinets fit flush with floor to eliminate dusting underneath; there are no unnecessary ornaments, no dust-catching drawer pulls. Interiors are dust proof, too, designed with specialized compartments that keep everything in its place and make neatness an easy habit.

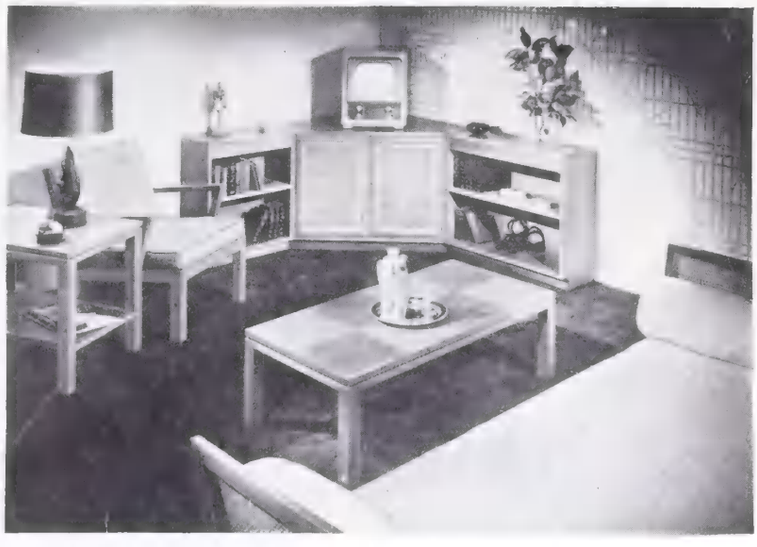
The wood is sturdy Northern oak to give service throughout a lifetime of good living. The soft beige-gray *'Cross Country* finish harmonizes with any color scheme — is equally suited to traditional, Early American or modern accessories. Upholstery fabrics are magnificent — rich solid colors, vibrant prints to harmonize with the colors you use in your rooms.

'Cross Country furniture gives you *economy* because it is moderately priced for such fine Grand Rapids furniture — made by skilled craftsmen upholding the quality traditions of world-famed Grand Rapids furniture.

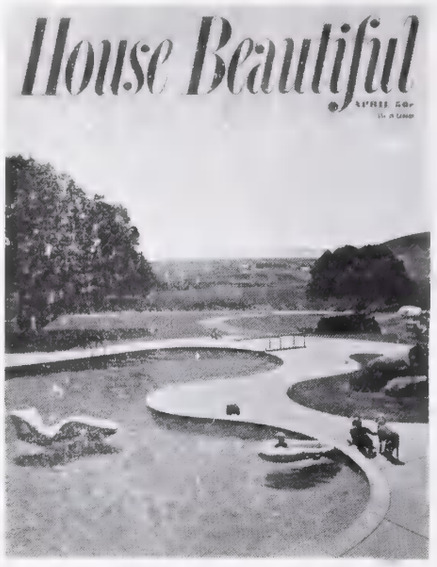
You'll be proud to possess *'Cross Country* furniture by Sligh. It is available at selected *'Cross Country* dealer stores from coast to coast. Be guided by the announcements of the *'Cross Country* dealer nearest you, where you may choose from complete selections.



So much storage convenience in a 'Cross Country bedroom! Two chests flank vanity section for a spacious dressing table. Low chest stores blankets, also fits at foot of the bed. Sliding door wardrobe and dresser have engineered interiors for clothing storage.



'Cross Country pieces for the one-room apartment. Smart day-bed becomes a comfortable bed at night. Corner grouping stores books, records, and china with space for television and accessories on top. Open stock, other pieces may be added as they are needed.



On our cover: Masterfully designed by landscape architect, Thomas Church, this pool and its man-made setting repeat the lines and textures of nature as they exist in the surrounding landscape. This tour de force in Naturalism is shown in color on pages 109 through 112. Photograph is by Rondal Partridge.

The magazine dedicated to the business of better living

Vol. 93 No. 4

APRIL 1951

THE DAILY ARTS OF GOOD LIVING AND FOOD

Cooking As An Art....91-97
How to Invent a New Dish....98-99
Here's the Necessary Frame of Reference about Eggs....100-103
What America Needs Is a New Domestic Philosophy....104-105
How a Freezer Can Simplify Your Living....124-125
Pantry Shelf News....210

BUILDING AND CLIMATE CONTROL

Climate Control on the Congo....126-128
Climate Control on the Potomac....129
You Can Be Cool on the Potomac....130-131
How to Make Your Own Private Breeze....132-133
Recipe for Winter Warmth and Cheer—in Washington—or Anywhere....134-135
Choose Climate-Wise Materials....136-137
Privacy, Spaciousness, View—All This and Climate Control, Too....138-141
Let's Face It—Building Will Be Tougher....10
How To Manipulate Sun and Wind in a Garden House....234-235

NATURALISM

The Lines and Textures of Nature....107
How to Use Nature in Your Life....108-113

DECORATING

For Delivery May 1....114-121
Decorator's Diary....160
You Can Turn Ugly Columns into Assets....18

GARDENING

Now You Can Buy Started Tuberous Begonias....122-123
Protect Your Bulb Investment....142-143
Play Up Your Garden Walls....223
Work-savers for Gardeners....225
How to Hide a Service Yard....226
Pools Are Easy to Maintain....236
The Man Behind the Hoe....240

HOUSEKEEPING AND MAINTENANCE

It's Worth Mentioning....83
Take It Easy, Lady!....170-172

TRAVEL

How to Leave Home and Like It....86

OTHER FEATURES

Window Shopping....20-79
What Makes a Melody Popular?....80

ADVERTISING INDEX....249

ELIZABETH GORDON
Editor

RICHARD E. BERLIN
President

RICHARD A. HOEFER
Publisher

FRANCES TAYLOR HEARD
Home Furnishings Editor

WALLACE F. HAINLINE
Art Director

ROBERT W. CARRICK
Managing Editor

CHARLOTTE EATON CONWAY
Equipment and Appliances

JAMES MARSTON FITCH
Architectural Editor

MARION GOUGH
General Features and Textiles

PATRICIA GUINAN
Window Shopping

JEAN HARRIS
Food Editor

DR. JOSEPH E. HOWLAND
Garden Editor

HELEN LITTLE
Merchandise Editor

SARA LITTLE
Decoration

ELAINE NEAL
Decorating Adviser

JULIE POLSHEK
"It's Worth Mentioning"

MARY ROCHE
News Editor

MARION ROWLAND
Copy Editor

MARY SHEPHERD
Decoration

VIRGINIA STANTON
Party Editor

LAURA TANNER
Decoration

RICHARD WILLIAMS
Music

KENNETH YOUNG
Decoration

STAFF CONSULTANTS

MILES L. COLEAN
Building Adviser

JULIUS GREGORY
Consulting Architect

CARL FOSS
Color Consultant

CLIFF MAY
Construction

RAYMOND RITCHIE
Consulting Engineer, C. E.

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES, INC., 57 E. 55TH ST., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, SEC'Y; H. S. & TREASURER; A. S. MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; E. F. MCDONALD, SECRETARY. COPYRIGHT 1951 BY HEARST MAGAZINES, INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1150 PARK SQUARE BLDG., BOSTON 16; 624 WEST MADISON ST., CHICAGO 6; FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 17; 620 HEARST BLDG., SAN FRANCISCO 3; RHODES-HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $5.00 FOR ONE YEAR; $7.00 FOR TWO YEARS; $10.00 FOR THREE YEARS. CANADA, $6.00 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING." REGISTRATIONS PENDING, "PACE-SETTER HOUSE" AND "CLIMATE CONTROL." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 10, 1943, AT THE POST OFFICE, NEW YORK, UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

HATHAWAY ORGANDY



JEALOUS?

well, every one will envy the white perfection of your curtains made of HATHAWAY PERMANENT FINISH ORGANDY (above), forever crisp, forever a joy to the truly feminine heart.

And they'll look with longing at your curtains of fluffy white HATHAWAY DOTS (below), that brighten every room with their light-hearted air, yet cost so precious little! No doubt about it, America's favorite curtains are made of

DOTS • ORGANDY • NYLON • CRYSTALUME

HATHAWAY *Curtain Fabrics*

HATHAWAY DOTS





FREE!

Send for FREE New Decorators' Booklet containing professional ideas on: Fabric Favorites, Window Problems, Caring for Curtains, Choosing the Correct Curtain

Hathaway Mfg. Co., Dept. 4H
New Bedford, Mass.
Send Free Booklet to:

Name _____

Address _____ State _____

City _____



Tables by Brandt

TOMORROW'S UTILITY WITH LONG-AGO CHARM

In the room above *you see, at the end of the sofa, a space-saving Sheraton Chairside Table in a warm finish that accents accessories. About $60.**

The cocktail table, *with its double top opened to a generous 40" by 40" for party-snack serving, has cork-lined compartment for incidental storage. About $90.**

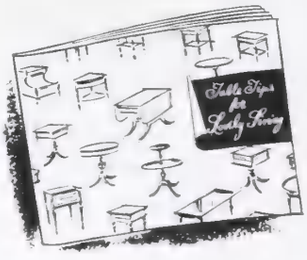
The Brandt leather-top table *near the far wall has straight sides to save space, yet the gracefully swelled front and back add unusual charm. About $100.**

At the right *is a classically simple Sheraton Chairside Table. One look at its lovely lines recommends it for any decorating scheme. Note the large shelf and over-size drawer. About $85.**

**Prices may be slightly higher in some areas.*

There's more than meets the eye in Brandt Tables. Outwardly they are all grace and charm. But look again and you see the "extras" that make them so practical for modern living. Here . . . a little more drawer space. There . . . a larger shelf or a "snack" slide. Everywhere . . . you find they are accurately scaled for maximum room-to-room adaptability.

In leading furniture and department stores everywhere.



Looking for ideas in furniture arrangement? "Table Tips" is a 24 page book packed with practical, helpful suggestions on room settings and furniture arrangement. For your copy send 10c in coin to The Brandt Cabinet Works, Inc., 706 Pennsylvania Ave., Hagerstown, Md.

Brandt TABLES
50th Anniversary

...LOVELY TABLES FOR LIVABLE ROOMS SINCE 1901

THE BRANDT CABINET WORKS, INC., HAGERSTOWN, MARYLAND

Choose a floor that's

NATURALLY BEAUTIFUL

Bruce Hardwood Floors match the trend to natural, inherently beautiful materials

In today's smart new homes you see a decided preference for materials that are natural in texture, natural in color, natural in design. So it's not surprising to find Bruce Hardwood Floors one of the most popular ingredients in modern room decoration.

Patterned by nature with distinctive grain and mellow coloring, these floors set the stage for any furniture, fabric, or wall treatment. Their handsome designs, as pictured here, are in harmony with all architectural styles.

Because they are solid oak with a superb factory-applied finish, your Bruce Hardwood Floors are easily maintained—and will still be lovely when great grandchildren grow up.

When you build or remodel ask your architect, contractor or lumber dealer about these naturally beautiful floors for your home.





Free color literature

Three new folders, with color photographs, will help you choose beautiful, distinctive floors for your home. For free copies, write E. L. BRUCE CO., BOX 397-J, MEMPHIS 1, TENN.





Bruce Strip Floor (top right)—An ever-popular favorite in Red Oak, White Oak or Beech. Prefinished or finished on the job.

Bruce Block Floor (above)—Fresh, modern beauty in prefinished oak. Can be installed over concrete or wood.

Bruce Ranch Plank Floor (right)—Random oak strips with inlaid walnut pegs and beautiful new "Decorator Finish."

BRUCE

BRUCE

Hardwood Floors



REGENT silver plated service by Reed & Barton. Five pieces $175; coffee pot $52, creamer $28, sugar $30, tea pot $47.50, waste bowl $17.50. Matching kettle and stand $145, tray $100.*



When you start your Silver Service

Forever useful, forever beautiful—your silver coffee pot, cream pitcher, and sugar bowl forms the precious start of your Reed & Barton Tea and Coffee Service . . .

You have chosen your pattern from many distinguished designs available in sterling, or finest silver plate.

You have decided on your price. Now, piece by piece you are ready to complete the lovely drama of your Reed & Barton Service.



VICTORIAN silver plated service by Reed & Barton. Five pieces $250; coffee pot $72, sugar $50, creamer $35, tea pot $65, waste bowl $28. Matching kettle and stand $200, tray $125.*

*All prices include Federal Excise Tax. Ur present uncertain conditions, the prices quo cannot be guaranteed.

FRANCIS FIRST sterling service by Reed & Barton. Five pieces $1850; coffee pot $550, sugar $358, creamer $267, tea pot $443, waste bowl $232. The matching kettle and stand $975, tray $1175.*

REED & BARTON

SILVERSMITHS THE WORLD'S OUTSTANDING SILVER CRAFTSMEN SINCE 1824

"How To Be A Successful Hostess": For this fascinating 52-page booklet, send 10c to Box 990, Dept. HB, Taunton, Massachusetts.



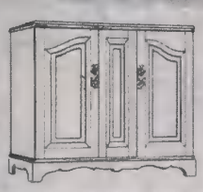
HAMPTON COURT (WITH SHIELD) sterling service by Reed Barton. Five pieces $600; coffee pot $175, creamer $72, sug $116, tea pot $170, waste bowl $67. Matching kettle and stand, $4 tray $600.*

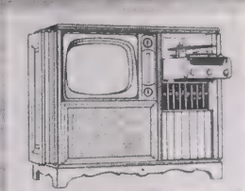
Admiral

THE CLEAREST PICTURE IN *Television*

Just remember this when choosing *your* television receiver: Admiral makes more television combinations than all other brands put together. You'll quickly understand why when you see the brilliant new 1951 models now on display at your Admiral dealer. You'll see the sharpest, brightest, clearest picture in television . . . Admiral's famous triple-play automatic phonograph with Dynamagic radio. A wide selection of modern and traditional cabinets with rectangular picture tubes ranging from 14″ to 20″ . . . priced as low as $349.95, excise tax included! The greatest values in complete home entertainment!

ON TV: "Lights Out," NBC, Mon., 9 PM, EST . . . "Stop the Music," ABC, Thurs., 8 PM, EST.





Model 321K18 with *Twenty inch Television screen*

Whiter, thinner more Beautifully modeled...

Product of a wonderful advance in ceramic chemistry . . . a new discovery that combines airy lightness and sparkling whiteness with amazing strength . . . Syracuse China's new Berkeley shape is modeled on a thin, beautifully translucent body. New whiteness, new thinness, plus smart, decorator-wise patterns in the contemporary manner, all unite to produce a setting that any hostess will be proud to own.



Shown here are lively, new patterns decorating this superb body and shape . . . delicate china patterns, all of them; the kind that reveals at a glance the quality and richness of "true china."

Ask to see them at finer stores everywhere, or write

SYRACUSE CHINA • SYRACUSE, N. Y.



DUTCH GIRL IN WHITE, R. HENRI. 1865-1929



PEARS WITH PEWTER, L. LUCIONI 1900-



JOHN BROWN

Twenty-four OF THE FINEST 20TH-CENTURY AMERICAN PAINTINGS

Reproduced in miniature by The Metropolitan Museum of Art

PRICE FOR THE FULL SERIES [*with album*] $1.00

This striking series is an example of one of the most exciting developments in art education—both for adults and young people—ever undertaken. For more than two years The Metropolitan Museum of Art, in New York, has been making fine Miniatures, in full color, of its most famous works of art. So far it has completed close to 400.

With each series of 24, it provides an Album in which the Miniatures can be affixed in given spaces; and under each one you find fascinating information about the artist and his composition.

Thus each Album, with its Miniatures, *is like a guided visit through the Museum under the instruction of an expert*—with the advantage that the Albums become treasured possessions, to be referred to whenever the spirit moves. In fact, the Museum's objective is to enable collectors, in time, to have a "complete Museum of Art in miniature in the home."

Short of guided visits in the Museum itself, under instruction and over a long period, no more thorough and no more interesting way has ever been devised of providing a complete education in the entire history of art.

IF YOU WOULD LIKE SUCCEEDING SERIES—simply indicate your wishes on the coupon. The Museum has in preparation series of Miniatures (24 each, with Album) on the following subjects: Chinese Art, French Art of the 19th Century, Arts of Ancient Rome, Arts of the Renaissance, Arts of Flanders, Two Centuries of American Painting, Art in the Middle Ages. Each series sells for $1 with Album. Your subscription is cancellable at your pleasure, at any time.



ROASTING EARS, T. H. BENTON. 1889-

ALL MINIATURES ARE OF THIS SIZE — IN FULL COLOR

THIS PROJECT was first begun by The Metropolitan Museum of Art, experimentally, in December, 1947. The Museum found itself unequipped to handle the details involved, and therefore requested the Book-of-the-Month Club, of New York, to act as its national distributor. The selection of subjects and the preparation of the color prints remain wholly under the supervision of the Museum. All matters having to do with distribution are handled by the Book-of-the-Month Club.

BOOK-OF-MONTH CLUB, Inc. A1364
345 Hudson Street, New York 14, N. Y.

Please send me the series of TWENTY-FOUR MINIATURES *in full color* of 20TH-CENTURY AMERICAN PAINTINGS—together with the Album prepared for it—and information about other available Metropolitan Museum Miniatures. Price for the full series, with album, $1.00.

☐ Check here if you want succeeding series.
See opposite—subscription cancellable at any time.

Name _____

Address _____

City _____ *Zone* _____ *State* _____

DO NOT ENCLOSE MONEY • A BILL WILL BE SENT
POSTAGE AND HANDLING CHARGE, WHICH WILL NOT EXCEED 10¢, WILL BE ADDED



Mayfair...Alexander Smith's beautiful new broadloom gives you, for the very first time, the richness of bas-relief design in a luxurious, deep-piled weave.

Mayfair is loomed of wool and carpet rayons. Its high, sheared pattern is set in heavy gros point. In Green, Grey and Beige; about $11.95* a square yard.

You'll
see them first at the
Carpet Fashion Opening . . .

Carpet Contemporaries

loomed to bring the best
of living design into your
own home . . . today

Here are carpets with the freshness, the vitality, the pure, uncluttered beauty of the contemporary homes for which they were woven. Here is sensitive use of texture to describe design . . . in Mayfair, shown on the opposite page. Here are spirited contemporary motifs worked in muted modern colorings . . . in Wormley Originals, shown at the right. (America's famous Edward Wormley designed these Originals exclusively for Alexander Smith, to give you a group of modern companion-carpets, each beautiful alone, each designed to go with every other.) All of Alexander Smith's Carpet Contemporaries will be introduced at your own fine store's Carpet Fashion Opening, April 2nd through the 11th. See them. Feel them. Order them . . . to bring the best of living design into your own home, today.

Alexander Smith

FLOOR-PLAN RUGS 1845 BROADLOOM CARPETS



Zodiac . . . a Wormley Original, introduces a muted shadow-pattern in deep-yarn pile. In earth-tones or leaf-tones. 27" wide; about $9.95 a yd.*



April . . a Wormley Original, translates a carpet of Spring flowers into modern color and design. On leaf-tones or rose. 27" wide; about $9.95 a yd.*



October . . . a Wormley Original, creates an effect of casual elegance with a random pattern in earth or leaf-tones. 27" wide; about $9.95 a yd.*

**Slightly higher in the West. Prices subject to change without notice.*



Lasts longer! Completely resistant to the fading action of strong soaps—defies marking, scuffing, sun and time!



Saves money! Goodyear Vinyl is easily installed, and because it lasts so long it's economical to use.

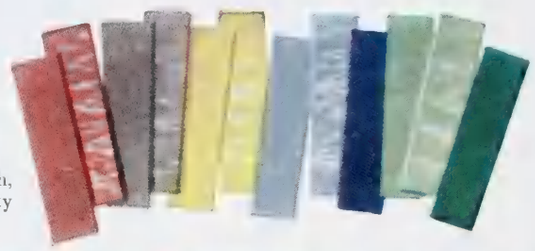
Smartest Floor Show in Town

in your own home!

"The world's most beautiful flooring!" That's what decorators say of Wingfoot Vinyl when they see its rich new beauty that harmonizes so perfectly with any decor. Styled for Goodyear by Raymond Loewy Associates, this fine flooring is available in a rainbow range of heart-warming colors—many exclusive—both solid and tone-on-tone. *Correlated* colors that lend themselves to dramatic and individual decorative effects.

"It's practical and economical." That's what *you* will say of Wingfoot Vinyl when you see (and marvel at) how absolutely colorfast it is. And because it is impervious to grease and shrugs off water, it's equally as good for working counters as for floors. Wingfoot Vinyl keeps its good looks without waxing, and although as attractive as wall-to-wall carpeting, it costs far less. Sold by flooring dealers and contractors.

Goodyear, Flooring Department, Akron 16, Ohio



Complete range of home-correlated colors! Rich, warm, attractive shades to enhance the beauty of any and every room!



Wingfoot—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

We think you'll like
"THE GREATEST STORY EVER TOLD"
Every Sunday—ABC Network

WINGFOOT *Vinyl* FLOORING BY

GOODYEAR



Baroness Pattern No. 5290
Pat. applied for

Lace on your table

. . . for elegance and economy

It's good sense to dine in the luxurious atmosphere
that a Quaker Lace Cloth gives your table.
Use it every day—the whole family gets a festive feeling
when they sit down to a beautifully dressed-up table.
The happy part of it all—there's no extra work
involved for you! Chance spots sponge out
in a jiffy—soap and water laundering
makes your Quaker Lace Cloth
as fresh as a flower!



Quaker LACE CLOTHS

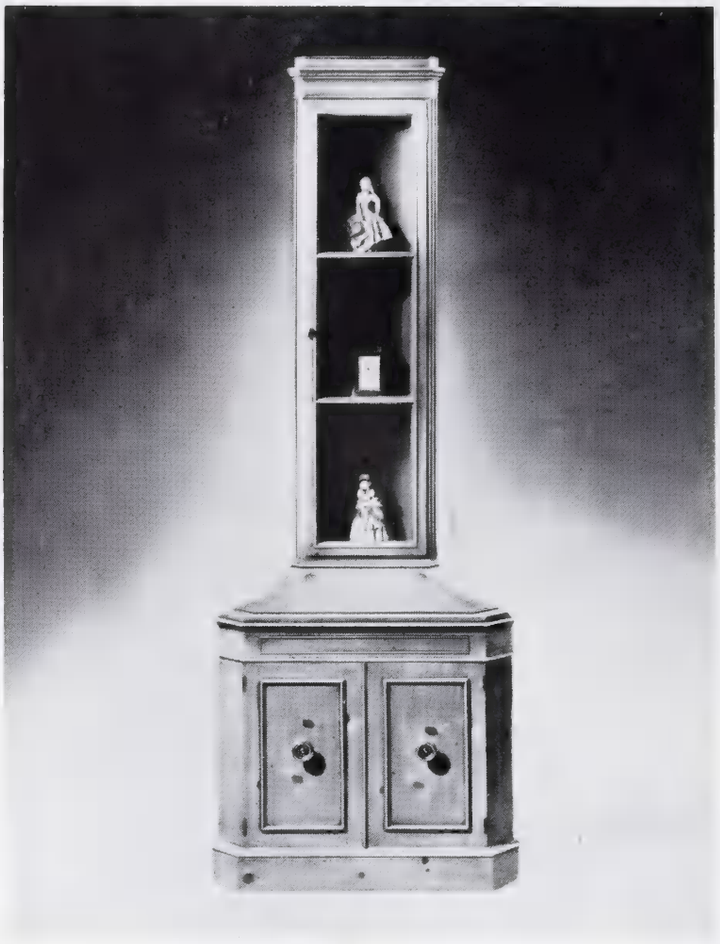
Quaker Lace Company, Philadelphia 33, Pa.
Sales Office: 330 Fifth Ave., New York 1, N. Y.
Also makers of Quaker Net Curtains and Quaker Nylon Hosiery

THE WEIMAN COLLECTION

Created for Persons of True Discrimination

in their Devotion to

ENDURING EXCELLENCE IN TASTE



***Delicately** proportioned Corner Cabinet of fine "country" or provincial Sheraton character, likely made (c. 1791) to contain and display choice pieces of Chelsea, Staffordshire, Bow, etc. Executed in mellow old pine with mouldings and detail abetted by marquetry and inlays; a rare and subtle combination of great charm. Old delft blue enamelled interior behind glazed door hung on provincial steeple hinges. Fine "country" brass mounts on doors of cupboard. Available at all fine Furniture and Department Stores.*

WEIMAN

THE WEIMAN COMPANY • ROCKFORD, ILLINOIS



Partners for life— your carpets and Spongex

Even a carpet needs a partner . . . for a better, longer life. No rug can stand the shock of wearing footsteps by itself and give half the wear it should. Spongex, the sponge rubber rug cushion, gives rugs *more than twice* the life they normally would have. Yet, Spongex itself stays fresh and resilient year after year under carpet after carpet.

It's amazing how different carpets feel when cushioned on Spongex. They're luxuriously soft, yet lively to walk on. With Spongex you enjoy the finest in comfort for a lifetime of footsteps.

You'll love the way Spongex helps keep your floors and carpets clean. It has no hairs and fibers to spread about—is easily vacuumed or damp-wiped—is moth and vermin proof—non-allergenic, too. Always a cushion, it never mats down.

You can identify Spongex by its gray and green marbleized coloring. Free sample of Spongex available upon request.



the sponge rubber rug cushion

THE SPONGE RUBBER PRODUCTS COMPANY 411 DERBY PLACE, SHELTON, CONN.



NEW 17 INCH G-E puts new life in Life-Size!



G-E BLACK-DAYLITE TELEVISION

Big as life, of course—and so true to life you'll feel it's real! It's the startlingly lifelike, new 17" G-E picture—result of all the improvements *combined exclusively in G-E Black-Daylite Television.* G-E Automatic Sound. Tune the picture—that's all! Sound is *automatically* right! Powerful G-E built-in antenna. Hand-rubbed cabinet veneered in richly grained, genuine mahogany, with the added charm of smartly styled doors. All backed by a name you can believe in. Model 17C107. **$379.95***

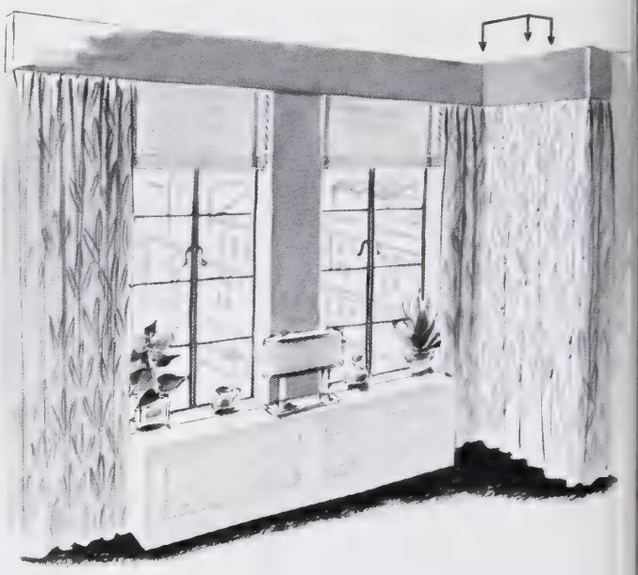
General Electric Co., Syracuse, N. Y.



Look, It's Lifelike! It's Life-size!

Includes Fed. Tax. Installation and Picture Tube Protection Plan Extra. Prices slightly higher West and South, subject to change without notice.

You can put your confidence in— GENERAL ELECTRIC

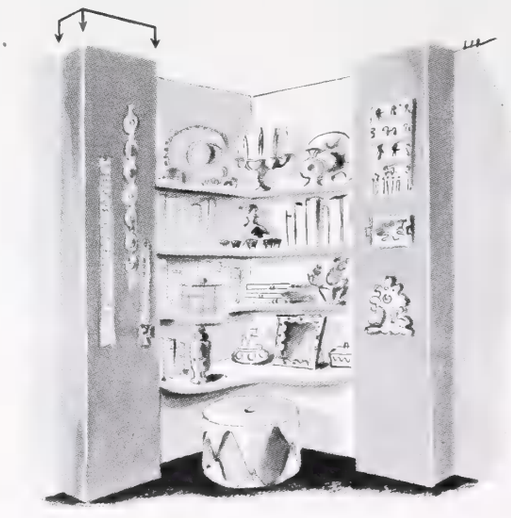


• One of the most inexpensive ways of concealing bulging structural columns is with the use of drapery. See how the illusion of a continuing side window is developed, above, and how the column is completely masked by valance and drapery.

You can turn ugly columns into handsome assets

By Helen L. Upp

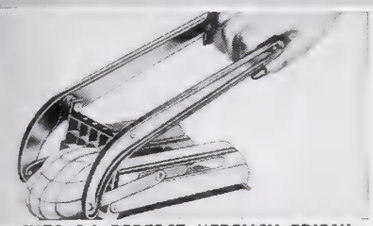
City apartments are usually full of structural columns. They upset the proper draping of windows or interrupt the flow of wall space. Common practice is to ignore them, but they have possibilities



• Here an existing column has been sheathed with plywood and painted, then a duplicate was built on adjoining wall. Round-the-corner shelves built between make extra space for books and bibelots. With addition of hassock, lower shelf becomes dressing table.

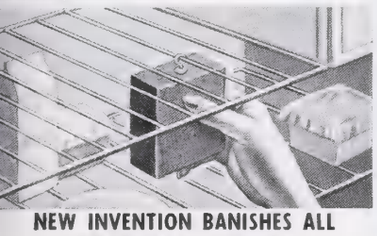
(Continued on page 191)

New Ideas and Inventions that SAVE TIME, WORK, MONEY in Your Home!



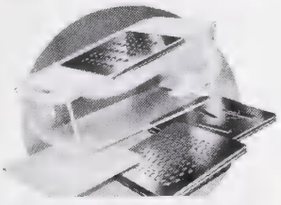
CUTS 24 PERFECT "FRENCH FRIES" —IN ONE STROKE!

Here is the first professional type potato and food chopper to be sold at a popular price. Simple, sturdy, easy to use. Just insert a whole potato, press the handle, and *presto!*—you have 24 perfect "French Fries" ready for cooking! It's wonderful for dicing carrots, beets, celery, salads. Mrs. Damar's Food Cutter is made exclusively for us in rust-defying, plated steel. Easy to clean, safe to use. **$2.98**



NEW INVENTION BANISHES ALL REFRIGERATOR ODORS!

It's easy to keep your refrigerator fresh and sanitary at all times! Just hang *Odor-Sorb* in your refrigerator—then forget it! *Odor-Sorb* absorbs all the odors and prevents one food from picking up the odor of others. Lasts 3-4 months, then recharge it by placing in oven for ½ hour. **$1.00**



SHREDS, GRATES, SLICES FOOD —EASILY, QUICKLY, SAFELY!

This handy 3-way shredding unit permits you to shred, grate, slice foods in double-quick time—*without* cut fingers and bruised palms! Consists of a transparent unbreakable container (10½" x 3¾" x 5"), 3 interchangeable shredding inserts, extra lid for food storage. **$2.49**

ONLY SAFE WAY TO WASH DELICATE LINGERIE, NYLONS, ETC. —IN YOUR WASHING MACHINE!



Now you can actually launder even lace-trimmed lingerie, nylon hose, organdie curtains in your washing machine — with *Mrs. Damar's Softi-Bag!* Just hang as laundry bags—one for handkerchiefs, one for lingerie, etc. When filled, snap rustproof grippers shut, toss into washer—*and that's that!* This fine cotton mesh bag prevents small articles from tangling or tearing in machine—eliminates sorting, hand washing. Holds 3 lbs. laundry. **$1.69 ea.: 2 for $3.25**

CANDLE WARMER KEEPS FOODS & BEVERAGES HOT—RIGHT AT THE TABLE!

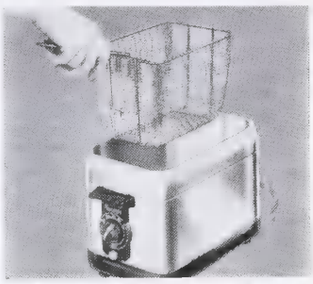


No need to go back and forth for "seconds" on coffee, gravy, soup, etc.—*if* you have this candle warmer at your table! Scientifically designed to keep any food piping hot—with just a candle! No electrical connections. Made of stainless steel and heat-resistant plastic. Comes with *replaceable* 8-hr. candle. **$1.00**

from Mrs. Damar's Kitchen Korner

Here are 14 wonderful new household aids that will surely save you time, work, money in your home. I say this because I, myself, have found them to be very useful in my everyday cooking and cleaning chores. However, don't take my word for this—but examine and use them yourself *without risk!* Just mail the coupon *now* for the items you want—and then if you're not completely satisfied, return them within 10 days and I'll promptly refund your money!





MAKE DELICIOUS FRIED FOODS THE SMOKELESS, CRISPY WAY!

Here's the latest in a deep-fat fryer for making delicious Southern Fried Chicken, French Fried Potatoes, Doughnuts, Oysters, Frankfurters, etc. Just turn the dial to desired temperature and you're set. There's no fuss or muss or smoke in the kitchen with this scientific *Fryryte*—and no "hot spots" to cause burning. Heating element is evenly distributed—food fries *all-around* in *one-third* the time! Fat remains in unit for repeated use. Mirror-chrome finish and aluminum well—very easy to keep clean. Capacity, 4 lbs. shortening or 4 pints oil. UL-approved, operates on 110 volts, AC only. Requires no maintenance. 1-year written guarantee. *Cook Book incl.* **$28.95**



AMAZING NEW MIXING BOWL— CAN'T SLIDE OR SLIP—LEAVES BOTH HANDS FREE FOR MIXING!

Now you can mix, stir, beat *anything* in this *new* mixing bowl—*without holding it!* Both hands free for mixing and pouring ingredients. And it can't slip, slide, spill—thanks to the amazing *Grip-Tite* rubber suction base. Just place bowl on the base *at any angle*, press down and bowl is held absolutely fast! To release, just pull button, lift bowl out.

Heatproof Ovenware Bowl with Base $3.95
Stainless Steel Bowl with Base $5.95



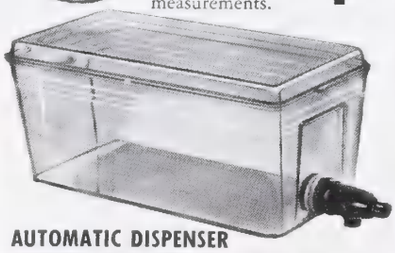
NEW EASY WAY TO WASH SALADS, VEGETABLES, ETC.

Now you can be sure that the salads you serve will always be cold, crisp, clean! Just insert salad greens into this wire basket, hold under cold water, then shake dry! This Salad Washer from England quickly cleans all vegetables—ideal for de-sanding spinach. **$1.39**



NO MORE TEARS WHEN CHOPPING ONIONS

Simply place whole peeled onions into this practical chopper — and weep no more! Onions, or any other vegetables, chop down to any degree of fineness. Wooden chopping block in bottom of jar. Aluminum and stainless steel mechanism. 14-oz. glass, graded into cup measurements. **$1.00**



AUTOMATIC DISPENSER GIVES COLD FRESH DRINKS ON TAP

Just fill Tap-a-Glass with water or lemonade, soda, etc. and place it on your refrigerator shelf. You'll always have a cold drink "on tap." Easy to use— especially for youngsters. Holds over a gallon—fills a glass in seconds! 5" x 5" x 13" with tray lid that supports other items. Made of unbreakable clear plastic. **$2.95**



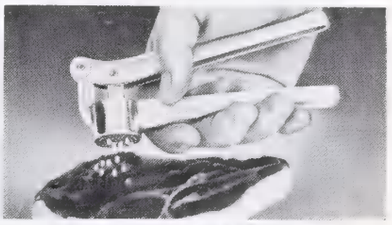
FLAME TAMER—PREVENTS BURNED OR SCORCHED FOODS

Make every pot a double boiler—with *Flame Tamer!* Just place it under pots and pans—and there's no chance of burning or scorching foods! The steel air-cushion insures the slow steady heat that is the real secret of good cooking. And it's ideal for reheating foods in china and glass containers without breakage! **$1.98**



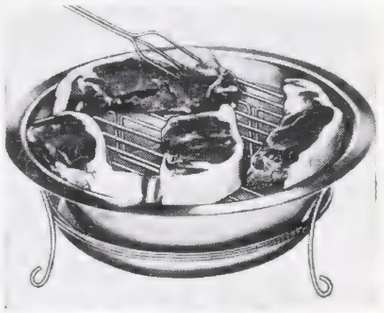
HANDY FOOD SAVERS STORE UP TO SIX LEFTOVERS

No more toppling cups and bowls to mess up your refrigerator—*if* you store leftovers in these 6 handy containers. Made of transparent plastic with fitted lids. Each holds 1½ cups or contents of a No. 2 can. They stack in a chrome-plated pull-out 15" rack. **$2.49**



FRENCH CHEF'S GARLIC PRESS GIVES ALL-OVER GARLIC FLAVOR!

Here's how famous French and Italian chefs impart subtle, *all-over* garlic flavor to foods —*without* garlic lumps, slices or "hot" areas. Just a slight pressure on this durable, aluminum Garlic Press converts garlic cloves to a smooth creamy *paste* that *blends* into your recipe. No more surface or "high-point" seasoning. Ideal for crushing allspice, mint, parsley, etc. **$1.98**



HOME CHARCOAL BAR-B-Q FOR INDOOR OR OUTDOOR USE!

Here's a new *low-priced*, easy-to-use charcoal-broiler for your home! *Charcook* requires no matches, no kindling. Just place a few pieces of charcoal in the bottom—set it over stove . . . it ignites in seconds, then burns for hours! Steaks, chops, fish, fowl have all that tantalizing charcoal-broiled flavor sealed in! And because *Charcook* has been proven *over 90% smokeless*—you can use it indoors, *even at your dining room table!* Made of nickel-plated steel, 10½" grill. Ash and drip pan eliminates dirt, grease. Bag of charcoal incl. (Add 25¢ for postage.) **$4.95**

ORDER DIRECT—USE THIS COUPON

MRS. DOROTHY DAMAR, Dept. HB-4
22 Treat Place, Newark 2, N. J.

Please send me, postpaid, the items I have checked at the right. I enclose $. . . . . in full payment. I understand that any item may be returned within 10 days for full purchase price refund.

☐ Send C.O.D. On arrival, I will pay postman $. . . . . plus postage and shipping charges. Same money-back guarantee applies.

NAME . . . . . (Please Print)

ADDRESS . . . . .

CITY . . . . . ZONE . . . . . STATE . . . . .

CHECK ITEMS YOU WISH TO EXAMINE:

- ☐ Mrs. Damar's Food Cutter....$2.98
- ☐ Odor-Sorb Block....$1.00
- ☐ 3-Way Shredding Unit....$2.49
- ☐ Mrs. Damar's Softi-Bag....$1.69 (2 for $3.25)
- ☐ Candle Warmer....$1.00
- ☐ Fryryte Deep Fryer....$28.95
- ☐ Ovenware Mixing Bowl with Grip-Tite Base....$3.95
- ☐ Stainless Steel Mixing Bowl with Grip-Tite Base....$5.95
- ☐ Salad Washer....$1.39
- ☐ Onion Chopper....$1.00
- ☐ Automatic Water Dispenser $2.95
- ☐ Flame Tamer....$1.98
- ☐ Food Savers (6)....$2.49
- ☐ Mrs. Damar's Garlic Press..$1.98
- ☐ Charcoal Broiler....$4.95 (Add 25c for postage)

Mrs. Dorothy Damar 22 Treat Place, Newark 2, New Jersey

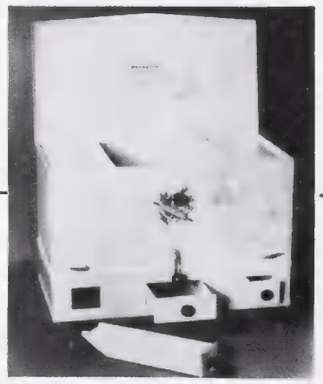


Weather forecast: warmer weather ahead

—when you will want one of our wonderfully cool and colorful summer comforters of fine white cotton crinkle crepe. Sprinkled with gay red or lovely yellow rosebuds—the red, with lining and ruffle of dark green or cherry; the yellow, with lining and ruffle of yellow. It's filled with fluffy white cotton, and reversible! 72x84", fits single or double bed, 17.95

Lord & Taylor

424 Fifth Avenue, New York 18



It Serves You Right

The amazing new 3-in-1 canister automatically dispenses sugar and coffee when you push the lever and sifted flour at the turn of the crank. Remove the funnel-shaped drawers and you're ready to brew the morning coffee, mix your favorite recipe. Made of white enameled rust-proof steel, Servmaster holds 3 lbs. of coffee, 5 lbs. of flour and sugar, keeps them wonderfully fresh. With chrome-plated handles and levers.

$12.50
Shipping charges collect.
No c.o.d.'s.

The Fitzgeralds
545 Fifth Avenue
New York 17, New York.



You'll enjoy these "Fresh"

SWEETHEART ROSES

because they're our justly famous waxed Gay Deceivers*, so completely natural and glowing they rival Nature's loveliest blossoms.

24 roses in a graceful 4½-inch white cache-pot. White, pink, dark red or yellow roses. Arrangement 9" high. An inspired gift suggestion.

$7.75 postpaid

Mail and Phone Orders Promptly Filled. We'll send you our novel catalogue of other Gay Deceiver flower arrangements on request. *R

Constance Spry Incorporated

322 Park Avenue, New York 22, N. Y.
PLaza 5-2766



ENGLISH WOOL SHAWL

Imported expressly for us

Lacy and cobweb soft, it is 4 feet square and has many uses—as a baby blanket, bed jacket, chaise longue cover and stole. Colors in heavenly blue, soft peach, chalk white.....Postpaid **$3.95**

State second choice.

HOUSE OF LOGAN
BOOTHBAY HARBOR, MAINE



For Your Garden

This chubby little fellow with Jug and Bird Bath is 25 in. high, 28 in. wide. Jug to pour water easily arranged. Made of Pompeian Stone—$65.00 f.o.b. New York. Figure without bird bath $35.00.

Write NOW for our catalogue, picturing a great variety of Lovely Ornaments in Stone, Bronze and Lead—for House or Garden—from $5 to $1,500.

10c please for mailing.

Erkins Studios
Visit our GALLERIES
42 West 40th St., New York 18

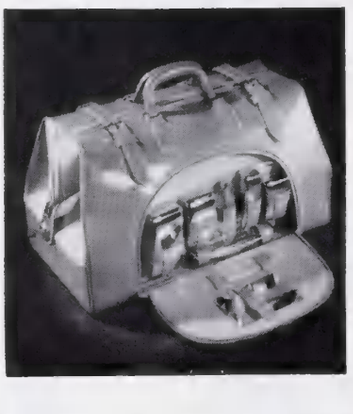


Window

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping



HOLY COW. This celestial creature trips lightly over the Milky Way on golden hooves. She wears a heavenly halo, closes her eyes in supreme contemplation. And from the garland of flowers around her neck you'd think she'd set her cap for Ferdinand! Made of pink bisque, she wears a blue bow jauntily tied to her tail. A sure-fire gloom chaser. 2¾" long $2.25 ppd. Malcolm's, 524 N Charles St., Baltimore 1, Md.



YOUR GOLFING HUSBAND may not shoot any more birdies if he totes his duds to the country club in this handsome bag, but we guarantee he'll be as proud as if he'd won the championship! A fitted club bag of top-grain sun-tan or ginger cowhide has a zippered compartment containing a chrome nail file, mirror, soap dish, comb, nylon hair brush, etc. 20" long, $49.50 plus fed. tax. Dale's, 719 Fifth Ave., N.Y.C.



MODERN ACCENT. If you prefer Robsjohn-Gibbings to Chippendale, Picasso to primitives, this etched wood shadow box is for you. Made on a grand scale, it measures 27½" high, 37" wide, 5½" deep, comes with an antiqued red or chartreuse interior and an antiqued black, green, or pickled pine frame. $29.50 postpaid. Maymac Co., 77 W. Grand St., Mount Vernon, New York.



ABOVE THE CROWD is where your young Wobby Legs will be when she's astride these hardwood stilts. But she can work up her stature gradually because the foot steps adjust to any height. Wonderfully sturdy, they'll support up to 250 pounds, have red steps and handles, non-skid rubber tips. 6 feet long. $4.50 ppd. Add 50¢ west of the Mississippi. Beacon Specialty Co., 11 Beacon St., Boston 8, Mass.

Shopping with Pat Gunan



LITTLE DIPPER, white as starlight, is hand-painted with yellow bees swarming around their hive. So how can you help having the most brilliant cyclamen, the shiniest English Ivy in town when bees (even painted ones) naturally make flowers grow. And for extra luck, it's hung with a real pony-shoe bracket. $2. With initial bracket, $2.75. Ppd. Horseshoe Forge, Lexington, Mass.



SILVER BALLERINA. Spring is a pirouette in the heart, a *pas de deux* for a pair caught in the wondrous alchemy of love. And to salute such rapture, the lady will wear this sterling silver ballet dancer whose costume appropriately is made of two hearts, whose hand holds a basket of April's blossoms. $1\frac{3}{4}$", the pin is $6.25 including tax and postage. Gerlou Fifth Avenue, 501 Fifth Ave., New York, N. Y.



RAIN GO 'WAY from my Lily Daché will be your plaintive cry when those all-too-frequent April showers start. But if you have this Rainchaser hat cover in your purse, even a Milan picture hat is safe from the elements. A 3" x $3\frac{1}{2}$" carrying case holds a 21" x 20" vinylite plastic bonnet that ties under your chin with a grosgrain ribbon. Just 59¢ postpaid. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisc.



A LITTLE MISS PRIMP will be the most sought-after two-stepper in dancing class if she pretties her pigtails at this miniature dressing table. Made of blond wood with a crisp white organdy skirt, its hinged top conceals a mirror. 10" x 22" x 19" high, it comes with a 12" stool, converts to a boy's desk with skirt removed. For make-up artists to 10 yrs. old, $12.50 ppd. Edith Chapman, Nyack, N. Y.



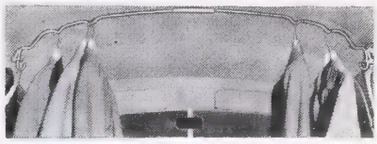
CAR TRAY
MAKES EATING EASY IN YOUR AUTOMOBILE



- INSTALLS IN SECONDS
- NO HOLES TO DRILL

No more balancing food on steering wheel or dashboard of your car! Install Car Tray permanently in a few moments. Fits snugly under the cowl; swings out into any desired position. Perfect as writing desk, ladies make-up aid, etc. Made of steel in chrome-plate or baked enamel; rubber mountings guarantee absolute quiet; neutral color. $3.49 for enamel, $5.49 for Deluxe chrome. Add 25c for postage. Order from: Damar, Dept. LC3, 22 Treat Pl., Newark 2, N. J.

Amazing Auto Clothes Rack
Prevents Wrinkles!



Holds up to 32 Garments FULL LENGTH!

Save cleaning and pressing. Relieve packing troubles. Hang-All is amazingly easy to install. Because of its exclusive suspension principle it does not obstruct rear view vision or use of doors or windows. Fits flush with roof of car, does not touch doors or windows—out of the way—always ready for use. Instantly detachable. It's the original, patented Hang-All rack. Only $4.95 Postpaid. From: Damar, Dept. LC3, 22 Treat Pl., Newark, N.J.

Send cash, check or money order for these useful auto accessories. Or, if you wish, we will ship them C.O.D. at prices indicated, plus postage and handling. 10-day money-back guarantee. Order NOW.

ANTI-GLARE SHIELD FOR NIGHT DRIVING

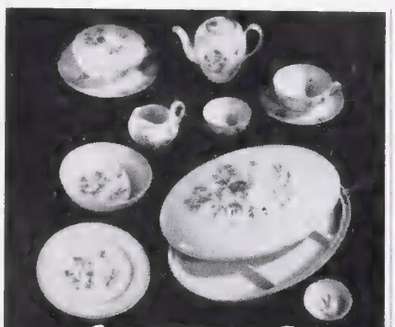
Eliminates Blinding Glare of Approaching Cars



- Installs in seconds!
- Endorsed and used by leading insurance companies.

Eliminate the biggest danger of night driving—blind moments—by installing Glare Shield in your car! Made of glare-proof plexiglas—permits you to look right into oncoming headlights **without** being blinded—yet you always see what your headlights show! Out of the way, under sun visor, when not in use. Only $3.45 ppd.

DAMAR DISTRIBUTING CO., Dept. LC3, 22 Treat Place, Newark 2, N. J.



Convalescent Set

To bring a touch of spring into the sick room, serve the convalescent's meals on this set of Garden Time translucent china, imported from the American Zone of Germany, the set includes a covered soup and saucer, tea cup and saucer, sauce or cereal bowl, bread and butter plate, salt dish, coffee pot, and a sugar and creamer.

$35 express charges collect.
No c.o.d.'s, please

bertram shriver, ltd.
1147 Connecticut Ave., Washington 6, D.C.



$3.50 postpaid SET of 3

FLOWER BASES

ANY STYLE - Oblong, Round, Oval, Square. A shape and size to suit your vases and ornaments. Hardwood, "satinized" black lacquer finish. They protect furniture.

Round—4", 6", 8".
Oblong—4"x7", 6"x10", 7½"x12"
Square—4"x4", 6"x6", 8"x8"
Oval—4½"x6", 6"x8", 8"x10"

Money back guarantee. No C.O.D.'s.

Write for FREE Catalog

SALLY'S CRAFT SHOP
P.O. Box 446 • Clearwater, Fla.

This fine wrought iron set still available at



4 Chairs, one with arms, and table, 30" x 48", 30" high.

$89.50

Priced separately, chairs $14.95 (arm $16.95.) Table $40.00. Leaf and scroll motif in each corner under glass. White, black or antique green. Rust proof. Seats washable leatherette, *red, green, yellow;* Sail Cloth, *blue, green, yellow, rose.*

Matching Console (Right) for table extension 20" x 30" only $21.00
Modernistic Set $59.50

Send check or money order. Express or freight collect. Send for folder other items.



IRON ART INC.
2507 7th Ave., S.
Birmingham, Ala.



ENGLISH BONE CHINA

Bournemouth
America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

Herbert S. Mills
EAST KING ST.-HAMILTON, CANADA

Add a note of originality to Entertaining



Serve NORRIS

DELLA ROBBIA MINTS

By the makers of the famous VARIETY BOX

Serve the original fruit and flower shaped mints, hand-tinted and flavored with rarest English mint.

$1.25 the pound

NORRIS EXQUISITE CANDIES

NORRIS CANDY COMPANY • 223 PEACHTREE ST., N. E. ▪ ATLANTA, GEORGIA



Rush Square Rugs

ONLY 25¢ SQUARE FT.

Made of natural colored grass tightly woven into approx. 12" squares and ⅜" thick. Easy to clean. Sewn to any shape and specifications in even square dimensions.

REED BAMBOO DRAPES—made of fine natural-colored durable matchstick size reed. Easy to install. In ordering add about 30 to 50% to desired width; e.g. order one pair 4' x 7' for windows 3' to 6' in width. Price does not include traverse tracks nor cornice.

Width	5' drop	6' drop	7' drop	8' drop
3'	$ 7.50 pr.	$ 9.00 pr.	$10.50 pr.	$12.00 pr.
4'	10.00 "	12.00 "	14.00 "	16.00 "
5'	12.50 "	15.00 "	17.50 "	20.00 "
6'	15.00 "	18.00 "	21.00 "	24.00 "

Also custom made to special sizes at slightly higher prices (up to 10' drops).

Shipping Charges Collect. No C.O.D.'s Please.

Album of Fine Oriental Rugs

FREE

FONG BROTHERS CO.

912-B10 WEST 11th ST., LOS ANGELES 17, CALIF.



ARTCRETE BIRD BATH

No. 7163

33½" high x 23" wide.

Price $22.00 freight collect

A Bird Bath is a necessary and enjoyable part of your garden and will bring the Birds to delight you with their merry song.

The Bird Bath is cast marble with a marble-like texture, and will resist time and weather.

Immediate shipment upon receipt of price.

Send 10 cents for our 32-page Catalog of Bird Baths, Benches, Fountains, Figures, Flower Pots, Vases, Pedestals, Bird Feeders, Sundials, etc.

ARTCRETE PRODUCTS CO.

Dept. D, Eagle & Lawrence Roads

HAVERTOWN, PA.

Established 1918



THERE'S *New Beauty* IN STORE

for your bathroom

with Glass Shower Doors or Tub Enclosures

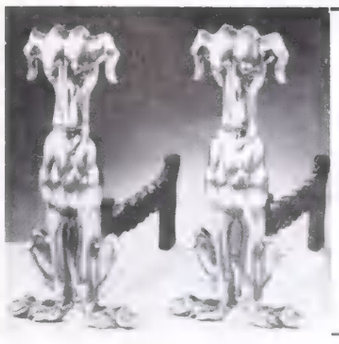
permanent ▪ efficient and economical too . . . an addition to your *better living* that's as practical as it is beautiful. From $47.50 freight allowed.

. . . and Medicine Cabinets

of the highest quality and beauty. Sizes and styles to fit your budget. Send for your free folders today.

SOUTHERN Shower Door & Cabinet Co.

Dept. HB-4 4511 Kyle St. Houston 6, Texas



FAITHFUL HOUND DOGS

ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 47 pounds

Solid Brass Dogs..... $29.95

Cast Iron, black satin finish..... $19.95

Catalog of other sizes 6 cents. Transportation collect.

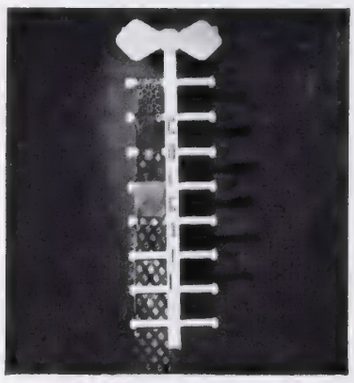
TENNESSEE CHROMIUM PLATING CO.

206 Louise Avenue N Nashville 5, Tennessee

Window Shopping



SHEER DELIGHT for windows that look out on a world just bursting with spring, are these ivory nylon ruffled curtains. Their new permanent Dupont finish can't wash out, so they stay fresh and perky as organdy. Quick-drying and long-wearing, they're 82" wide, have 5" picot-edge ruffle. 54" long, $9.95; 63", $10.95; 72", $11.95; 81", $12.95; 90", $13.95. Ppd. Colten's 1351 Beacon St., Brookline, Mass.



OLD SCHOOL TIE rack comes hand-painted with the name and colors of any college or university. Made of plastic, it has sixteen knobs that are fit to be tied with lots of his favorite bows or four-in-hands. Order one for your son who's gone collegiate, another for your little nephew who roots for his daddy's alma mater. 14" x 4", $1.95 postpaid. From John Jarrell, 518 Fifth Avenue, New York 19, N. Y.



BAR THE DOOR. A new storage cabinet that does a disappearing act when you close the closet, holds glasses, bottles, etc. Order one for your husband's office and he's sure to cinch that client. The door secretary has a drop-leaf desk and the sliding cabinet adds extra space to either unit. 28" x 18" x 8", ready-to-paint pine, $12.75; 2 for $22.75. F.O.B. Federated Industries, 129 Lexington Ave., New York.

(Continued on page 29)



New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 15 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, cape cod (red) maple, antiqued salem (golden brown) maple, natural (Blond), Cherry or Walnut. Measures 30" high, 25½" wide, 3" deep. Price **$17.50.** Express Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.) Orders received by May 4th will be shipped for Mother's Day.

C. & T. ASSOCIATES

3514M South San Pedro Street

Los Angeles 11, California.

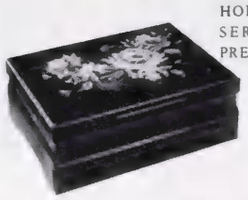
An Exquisite Miniature

SILVER CHEST

For the Apartment-Dweller

HOLDS COMPLETE SERVICE FOR 12

PREVENTS TARNISH



$12.95 postpaid

A hand-painted, hand-crafted jewel of a silver chest, that can be used as a lovely accent piece in living-room, dining-room, den or bedroom.

Dimensions: 14" long, 10" wide, 6" high. Black lacquer with gold design or full color.

ASK FOR CATALOG of our hand-painted trays, chests, folding coffee tables and other unique gifts. Write Dept. B.

The CHARLES Studio TULLY, N.Y. R.F.D.

Beautify your home



No. 288-6
Length 54" each

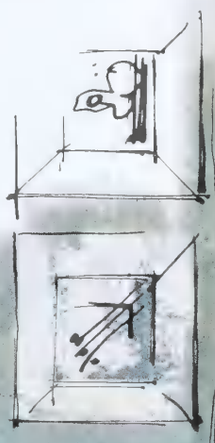
See this incredibly lovely new furniture by Valentine Seaver. Its elegance delights the most discriminating... creates an atmosphere for truly gracious living.

You'll marvel at the dramatic styling, the fabulous rich fabrics and fine craftsmanship of these newest creations by Valentine Seaver.



No. 291

o. 285-7
ngth 87"





No. 286-6
Length 100"



No. 289

new luxury furniture by

Valentine Seaver

DIVISION OF KROEHLER MFG. CO.
666 Lake Shore Drive, Chicago 11, Illinois

FASHION PICKS THE COLORS INSPIRED BY NATURE'S BEAUTY TO LEAD THE

Color Hit Parade

Nu-Hue No. 729
Dusty Coral

Nu-Hue No. 722
Chartreuse

Nu-Hue No. 616
Bayberry

Nu-Hue No. 881
Petal Pink

Nu-Hue No. 829
Sky Blue

Nu-Hue No. 750
Fawn

Nu-Hue No. 42
Forest

Nu-Hue No. 602
Redwood

Nu-Hue No. 814
Primrose

Nu-Hue No. 869
Sunset Gray

Nu-Hue No. 618
Almond

Nu-Hue No. 500
Lobster

Nu-Hue No. 832
Turquoise

Nu-Hue No. 372
Light Wine

Nu-Hue No. 834
Mint



YOUR HOME can be color-bright and fashion-right by cuing your decorating plans to the Martin-Senour Color Hit Parade. It's another helpful service now available at your nearest Martin-Senour Nu-Hue Color Bar.

The Color Hit Parade lines up the fashion-favored colors for your choice . . . shows you, by a continuous survey of purchases across the country, the colors homemakers prefer in floor coverings, fabrics, and paints. These popular choices are reviewed by professional decorators and color stylists so that *every color on the Color Hit Parade has both purchase approval and professional approval.*

Hit Parade colors are keyed to nature's colors. Available at all Martin-Senour Dealers. At your Nu-Hue Color Bar, you choose from over 2000 prescription-mixed colors to match, harmonize or accent any color you've ever seen. All ready to use, all available in flat, satin, or full gloss finishes. Duplicate your selection any time. *Write for the address of your nearest Nu-Hue Color Bar.*

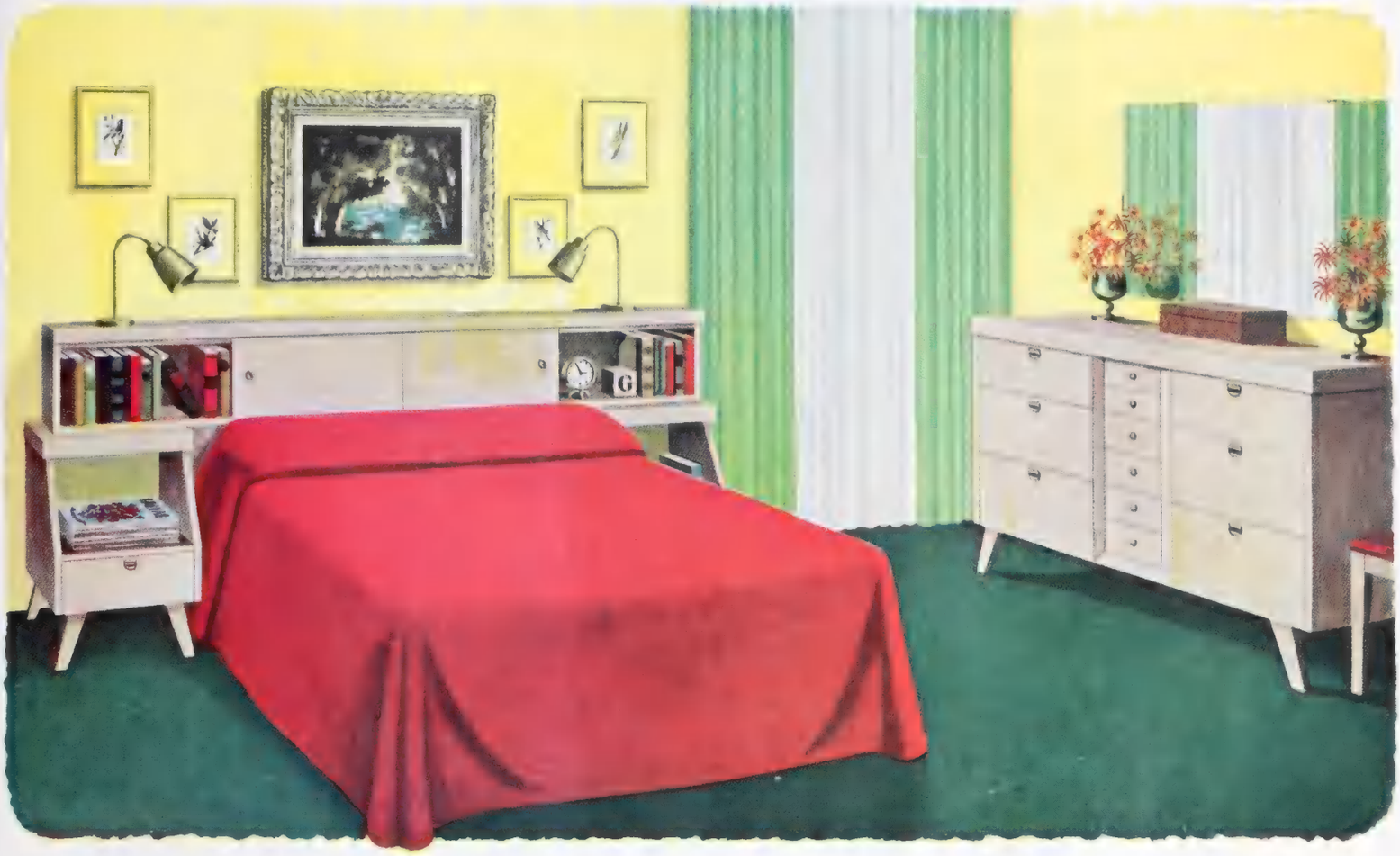


Nu-Hue Colors in Paint

BY AMERICA'S COLOR LEADERS

MARTIN-SENOUR

2520 S. Quarry Street, Chicago 8, Illinois



Kent-Coffey dream rooms

cost less than you'd think

The "PREFACE" group by Kent-Coffey

Functional, modern and airy . . . paced with the latest—a bookcase bed . . . designed by David Evans in the original Kent-Coffey limed oak finish . . . makes your dream room alive with the romance of modern living.



HERE is fine furniture at sensible, down-to-earth prices. Kent-Coffey combines modern methods with artisans' skills to give you finest quality . . . within reach.

Strong, smooth-sliding drawers. Handsome, rigid, dustproof cases. Lovely, matched veneers . . . hand-rubbed to a lustrous gloss. This is Kent-Coffey *quality-crafted* construction and it means you can have your fine bedroom furniture now!

See your Kent-Coffey Dealer's fabulous selection in open stock. Let him advise you . . . and surprise you with how little your Kent-Coffey *dream room* costs.



"Let's Plan Your Bedroom . . . *from lumberland to slumberland."* Send 25c for this delightful, profusely illustrated booklet—full of decorating hints and pictures of the latest Kent-Coffey groups. For your copy, write today to Dept. B-1.

BLOSSOM KENT-COFFEY FURNITURE ®

THE KENT-COFFEY MANUFACTURING COMPANY, LENOIR, N. C.



For each of Masland's new Garden Colors, there's a Beautiblend Color-Guide Label. It shows you five color schemes that blend with the carpet tone you're looking at. Let it be your guide to color harmony.



At

CARPET FASHION OPENING

see new Garden Colors

by Masland



Fashion returns to nature. Now colors from your garden come inside your house . . . in these and many other Masland Beautiblend Broadlooms. No matter which weave you choose, you'll find it in garden colors—Beautiblend colors that harmonize with your walls and furniture as perfectly as earth and sky and sunlight.

See Masland's new Garden Colors at your favorite store's Carpet Fashion Opening, April 2 to 12.



Masland Beautiblend Broadlooms

C. H. Masland & Sons, Carlisle, Pennsylvania ▪ Makers of fine Broadloom Rugs and Carpets since 1866

1866
MASLAND





Choose Royally

The bride who chooses her Royal Doulton table setting . . . the hostess who carefully collects another precious bit of Royal Doulton . . . is following a tradition begun more than a century ago. Pride of ownership in Royal Doulton, like pride in heirloom jewels and fine sterling, is a happy heritage.

Choose Royal Doulton



GRANTHAM DINNERWARE $6.70*



TOP O' THE HILL $37.50



GLENEAGLES BONE CHINA $15.00

**Prices cover 5-pc. place setting; dinner, salad, bread and butter plates, teacup and saucer.*

Write for name of your nearest dealer. Send 10¢ each for illustrated china and figurine booklets; full-color figurine booklet, 25¢.

TRADE MARK AND COPYRIGHTS REG. U.S. PAT. OFF.

DOULTON AND CO., INC.
DEPT. H-1, 11 EAST 26th STREET
NEW YORK 10, N. Y.



OLD BALLOON SELLER $27.50



BLUE COVENTRY BONE CHINA $18.75*



OLD CHARLIE $10.00



KIRKWOOD DINNERWARE $6.40*



CHELSEA ROSE BONE CHINA $15.00*



COLLIE $10.00



SUTHERLAND DINNERWARE $7.80*



ROSE $13.50

Window Shopping

CONTINUED FROM PAGE 22

ANG IT ALL, the turkish wel in the bathroom, the cop- r skillet in the kitchen, the rtrait of Uncle Jeremiah in the ing room, on these wondrous w Selfix hooks. Made of plas- , they require no nails, screws, tools, adhere to tile, wood, aster by a special adhesive cking. Guaranteed to hold up 15 pounds, they're 8 for $1 ppd. ge & Biddle, Inc., Haverford, a.



WAN SONG. Float a blush- nk camellia in this crystal swan d he'll carry his decorative car- with a graceful air. An incom- rably lovely centerpiece for ur dining-room table. he's ually wonderful with flowers sh from your own garden. Or l him with popcorn for cocktails. ½" x 6" x 7" high. $10.50 plus e post. Black, Starr & Gorham, fth Ave. at 48th St., New York.



around Chicago



. . . there is a name which signifies an inspiring selection of appointments for good living, with thoughtful service to help you choose a modest accessory or furnish a complete home . . .

it's Colby's

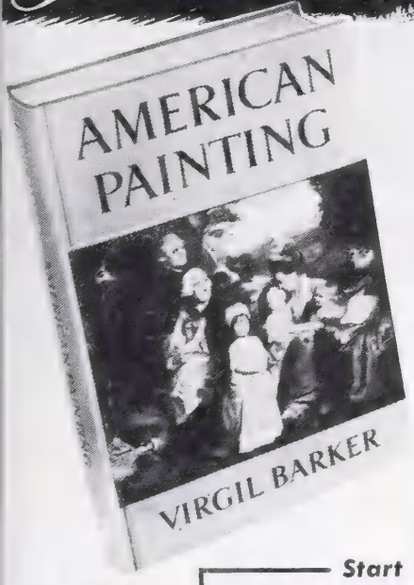
Chicago & Evanston

129 NORTH WABASH 626 DAVIS STREET

JOHN A. COLBY & SONS

Free to new members of the ART BOOK GUILD

What the Art Book Guild Does for You



AMERICAN PAINTING

By VIRGIL BARKER

717 pages, 100 full-page reproductions

A mature and brilliant outlook marks this valuable addition to the story of our esthetic development. The author traces the main currents of American art. He gives space and credit to unsophisticated efforts, but he strikes a careful balance between well-schooled work and "primitives." From the earliest efforts of painters like John Singleton Copley, up to the times of Homer, Eakins and others as well known, this is a "History and Interpretation" with the emphasis on interpretation. Said the *New York Herald-Tribune* ". . . has the rare distinction among critical works of being in itself a work of art."

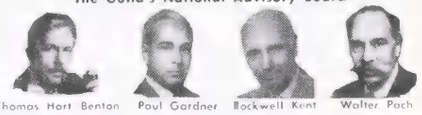
Published at $12.50, FREE to new members

We who distribute fine books invite you who appreciate art and fine books to reward your good taste. It costs you nothing to join the Art Book Guild. Each month the Guild's editors select an outstanding book. You pay only for the books you want, *after* you receive them, at the low, special member's price plus a small mailing charge. You save up to half on the books you buy.

When you join, we send you a distinguished book *free*. For each four selections you buy, we send you a valuable Bonus Book *free*. And we also send you, free, *Art in Books*, the Guild's interesting monthly magazine. This magazine tells you about new art books and describes the next Guild selection.

If you do not want the forthcoming book, you simply return a printed form .*You don't buy any book unless you really want it*. You enroll for no fixed term and you may cancel your membership after you accept four Guild selections.

The Guild's National Advisory Board



Thomas Hart Benton Paul Gardner Rockwell Kent Walter Pach

Start Your Membership With

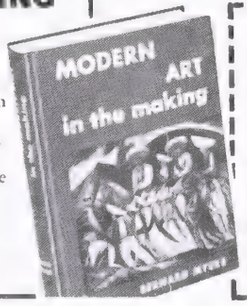
MODERN ART IN THE MAKING

By BERNARD MYERS

457 pages, more than 200 reproductions, 6 in full color, Bibliography and Index.

How does modern art reflect the historical forces among which the artist works and lives? Illustrating his text with the works of such masters as Hogarth, Millet, Corot, Renoir, Picasso and Braque, Dr. Myers shows clearly how time-period and artist-personality have interacted to produce the kind of pictures we call "modern." Said the *Saturday Review of Literature:* "Dr Myers succeeds admirably in establishing the modern creative artist as a vital force."

Retail Price $7.50 ***Member's Price $5.50***



$20.00 worth of books to new members for $5.50

This coupon makes you a member with all privileges

THE ART BOOK GUILD OF AMERICA, INC.
Dept. HB-1 296 Broadway, New York 7, N. Y.

Please enroll me as a member. I am to receive, FREE, as a gift upon joining, *American Painting* by Virgil Barker (original edition published at $12.50). With it, send as my first selection, *Modern Art In The Making*, by Bernard Myers, at the special member's price of $5.50 plus 38 cents postage and packing charge. I agree to purchase at least four monthly selections each year I am a member. You will send me *Art in Books* every month, free. I will receive a *free* Bonus Book for each four selections I buy, and I may cancel my subscription at any time after taking four such books.

NAME .....

ADDRESS .....

CITY, ZONE, STATE .....

Functional BEDROOM BEAUTY



NEW and MODERN

Refreshment for your bedrooms . . . luxurious matching drapes and bedspreads in wonderful wipe-clean PRESTOFLEX that looks like delicate fabric, yet gives years of service. Deep 4-inch ruffle, beautifully tailored.

BEDSPREADS • Single or Double **3.95** Post Paid

Matching DRAPES • 80"x90" with tieback, complete **2.95** Pr.



MONEY BACK GUARANTEE—Prestoflex will not stain or crack, wipes clean instantly! State choice of pattern in White. Blended Blue, Soft Green or Shell Pink.

Royle Products • Royle, Georgia

☐ Money encl. ☐ C.O.D. plus postage chg.
Please send_____pr. Drapes at 2.95
___Bedspreads at 3.95 (Pattern & Color)___
Name _____
Address _____

Prestoflex Approved by GOOD HOUSEKEEPING



"I HADN'T REALIZED MY SILVER HAD BECOME SO SHABBY . . .

until I had it reconditioned by Bromwell"

The house of Bromwell has specialized in Silver Plating, restoring and repairing of silverware since 1873 and is equipped to give *your* silver considerate and expert attention *at most reasonable cost.*

Ask for booklet B.41, which enables us to give you costs before you ship your silver.

D. L. BROMWELL

Silver Plating

708–12th Street, Washington 5, D. C.

Caring for Silver since 1873



ORNAMENTAL SWITCH PLATES
SINGLE $1.25
DOUBLE $1.50
TRIPLE $1.75

SCREEN DOOR GRILLES
CUSTOM MADE TO FIT YOUR DOOR
$29.95





LANTERN, SIGN AND POST
$13.95 ALL THREE

LANTERN IS COPPER 13½ IN. HIGH. POST IS CEDAR 8 FT. LONG. SIGN IS CAST ALUMINUM. THE LETTERING COSTS 20¢ PER LETTER EXTRA.

WRITE FOR CATALOG

WILLIAM Spencer

710 CHESTNUT, PHILA. 6



Handpainted Imported

Salts and Peppers

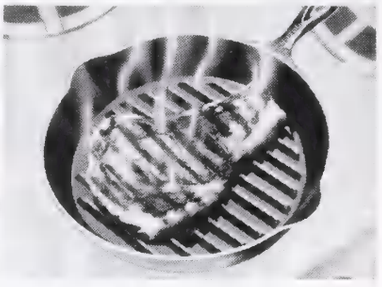
$2 pr., ppd.

Conversation pieces that add color and interest to any table setting. Imported from Italy, these saucy cockerels are handpainted in yellow and orange with green tail feathers and base, red combs. 3½ inches high and exceptional at only $2.00 a pair.

CHARM COTTAGE

"On the Mississippi"

Davenport, Iowa



New* BROIL-RITE *Meat Saver

★ Amazing "TOP STOVE" BROILER with patented built-in grill-ribbed bottom. Women everywhere rave about the new BROIL-RITE Meat Saver . . . "**The greatest TOP STOVE BROILER ever invented!**" Now for the first time you can broil meat, poultry, fish, etc., and really enjoy that mouth-watering "sealed-in" flavor. Saves food, time, fuel. No grease-spattered oven to clean. Made of heavy cast iron, generous 12" size. **Introductory offer** $3.95 postpaid. No C. O. D.'s. Money-back guarantee. Write for FREE catalog. Dept. 202

Exclusively yours!... Walter Thomas
716 WILSHIRE BLVD. • SANTA MONICA, CALIF.



Window



THE BIGGEST ASPIDISTRA would find a fitting berth in the largest member of this trio of fluted Italian terra-cotta pots. Wonderful for town gardens or terraces, country patios or gardens, the 16½" x 20" size is $18; 12" x 14", $9; 7½" x 9", $3. Shipping charges collect. Equally handsome as indoor planters, you may order from Erkins Studios, 40 West 40th Street, New York 18, N. Y.



A BUN ON a bread tray soon loses its warm, crispy goodness. Not so if your favorite muffins come to the table in this new bun cozy. Made of sailcloth which retains the heat after a few minutes warming in the oven, it has twelve little pockets, closes with a draw string. Easily laundered, it folds flat for ironing. $1.25 each postpaid. Helen Gallagher's Gift Shop, 413 Fulton Street, Peoria, Illinois.



FRACTURED FRENCH. No doubt you've been captivated by the zany new craze that translates French phrases according to the way they'd sound in American parlance. *Endive* translates to "A Night Club." *Carte Blanche* is "Take Blanche Home." Coasters, ash trays fired with several slightly lusty sayings and hilarious cartoons. $1.25 each ppd. Game Room, 1538 Connecticut Ave., Washington 6, D. C.

THE ORIGINAL FOLDING Table TOP **$4.95**



The Answer to Easy Entertaining!

T-Top is a light rigid top which fits over your card table, held in place by cleats on underside. *Doubles* the size of your card table by seating 7 persons comfortably—opens to 46" in diameter, 144" in circumference—it's perfect for luncheons and card games. Just tuck it away in corner or closet. Send for your T-Top now. Weight 16 lbs. Immediate shipment. Available unpainted or in colors Green, Red, Brown.

Unpainted $4.95—Painted $5.95

No C.O.D.'s please. Shipping Charges Collect

SEND CHECK OR MONEY ORDER TO

T-TOP COMPANY, Inc.
Dept. 108 Salem, Mass.



Set of 25 Distinctive Ranch House Designs

Unusually attractive designs in a wide range of sizes—2 to 4 bedrooms—all different in exteriors and room arrangements. Suitable for any width of lot from 60 feet upwards. Some simple—some ornate. Price range approximately $10,000 to $30,000. Complete set of designs and floor plans—$1.00 postpaid. **$1**

MERLE WILLIAM HOGAN, 18901 Grand River Ave., Detroit 23, Mich.

Shopping



THIS BEATS THE BAND that comes with most wrist watches. The wrist-hugging bracelet is covered and lined with *any* leather or material; and the Swiss watch, which is the center of all this attraction, has a guaranteed 17-jewel movement. $32 incl. tax and postage. Extra bracelets, black velvet for evening, pigskin for sports, etc., $5.95 each. Alonge Watch Bracelet Co., 163 W. 23rd St., New York 11, N. Y.



THEY'VE GOT YOUR NUMBER, so there's no hide-and-seek when guests are looking for your house with Adress-O-Lite on the door. Easy to see by day or night, it also lights the doorway so there's no danger of visitors tumbling down your front steps. White opal glass with plastic numerals, it's weatherproof, easy to install. $5.95 postpaid. Bonnie Merrill Products Co., 1170 Broadway, New York 1, N. Y.



IT'S IN THE CARDS that a blonde menace has it in for you and is out for your beau. However, true love will triumph as neighbors gossip, your young man is to come into money; and you'll live happily ever after. With this deck of South Pacific Fortune Telling Cards and the directions, you'll be the lady they call the Gypsy. $1 ppd. Order them from Harvard Gifts, 75 Harvard Street, Pittsfield, Mass.









"GOD BLESS OUR MORTGAGED HOME"

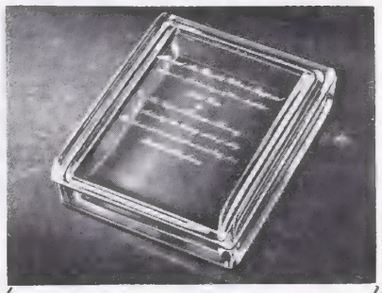
Even when the mortgage payment is due, this hand-decorated hanging wall skillet will provide a merry chuckle with its humorous inscription: "God Bless Our Mortgaged Home." A bright thought for bar or kitchen. White pottery with green decoration. 6½ in. diam.; 9¼ in. long. Two side pockets to trail fresh, crisp ivy (ivy not included). Mirthful gift for newlyweds!

Postpaid **$4.25**

Since 1927. Satisfaction or Money Refunded

Send check or money order. Sorry, no C. O. D.'s.

MALCOLM'S
HOUSE AND GARDEN STORE
524 N. Charles St. • Baltimore 1, Md.



Invitation TO SMOKE

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". **$7.95** *postpaid*

Complementing ash trays etched with first names of bride and groom, $5.00 a pair. Gift-boxed and shipped directly to the bride, if desired. Delivery, about ten days.

No C.O.D.'s please

HOLIDAY HOUSE
14 Bellevue Theatre Bldg., Upper Montclair, N.J.

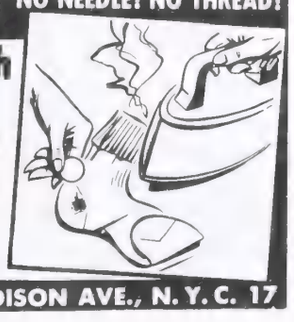
SOCKS DARNED NO NEEDLE! NO THREAD!

No Sewing-with MIRACLE **plasti-stitch**
JUST IRON IT ON . . .
IT'S DARNED IN 8 SECONDS!

Amazing Knit Fabric blends with sock. For holes and reinforcements. Equally useful for tears in trousers and skirts. No fuss! Just a matter of seconds with a hot iron. Stronger—Neater—Softer—and Washproof. Send only $1.00 for Complete Kit: includes 75-knit patches, assorted colors; ironing knob, plus 92" Mending Tapes for linens, shirts, etc. (SPECIAL—3 kits for $2.69)

ONLY $1 PPD

SATISFACTION GUARANTEED.



PLASTI STITCH CO., DEPT. H, 366 MADISON AVE., N. Y. C. 17

Currier & Ives WALLPAPER!

You can paper a whole wall with sleighs, steamboats, trains, farm scenes for the price of a pair of prints. Send 10¢ for generous sample. ASAM WALLPAPERS, 919 Arch St., Phila. 7, Pa.



Old Fashioned Ice Cream with that rich hand-turned flavor

RIGHT IN YOUR OWN REFRIGERATOR!

FREEZE-O-TRAY

ELECTRIC ICE CREAM FREEZER



FACTORY GUARANTEED

Now ... you can make real home-made refrigerator ice cream completely free of ice flakes ... quickly and easily without hand stirring or beating. Delight family and friends with your own rich custards, taste-tempting fresh fruit ice cream, or frozen sherbets. Simple to use too! Just place Freeze-O-Tray in ice cube compartment, close refrigerator door on flat cord and plug in. Electric motor oscillates blades to gently stir ice cream as it freezes. Shipped by postpaid parcel post for only $17.50. Priceless Old Southern recipes and illustrated direction booklet included. No. COD's.

FITS ALL MODERN REFRIGERATORS

- Makes full quart at one freezing
- Freezing time ... about one hour
- Precision-built of polished stainless steel

Order yours by mail NOW!

FREEZE-O-TRAY CO. 508 Warwick Rd. Newport News, Virginia



Window



COFFEE HOTTLES. That second cup of coffee *will* be as hot, mellow, and delicious as the first if you serve it in these new carafes. Wonderful for tray meals, buffets, they keep 10 oz. of your favorite beverage hot for half an hour. Designed to fit into your cup, they have red or yellow heat-resistant plastic collars. $2 for 2 plus 15¢ post. Bertram Shrier, Ltd., 1147 Connecticut Ave., Washington, D. C.



THE NUTMEG BOX is a happy addition to your kitchen planted with gay red geraniums, shiny green philodendron. Or you might stock it with wooden matches and hang it near the fireplace. In an antique pine finish, it has a little drawer for keeping your super-market checks, the money for the milkman. 6" x 11", $4.25 ppd. Jane Griffith, Oreland, Pa.



HE CAN DREAM of a world where he naps in his easy chair, lets his clothes fall where they may, indulges in wee hour poker sessions. But her nightmares run to 5 A.M. alarms, screeching children, and mops. Denim aprons that poke good-natured fun at the hectic life of young parents, marked with "His" and "Hers," make gay barbecue coveralls. $1.95 each ppd. Bar Mart, 62 W. 45th St., New York 19.



A "Do Something More"

FORK AND SPOON!

Special By-Mail-Offer!

$5.50 post paid No tax!

In line with the American trend of dual function—a silver Server which when used fastened together, serves guests roly-poly new potatoes, fragile asparagus or those evasive pickled peaches! Its scissor-action is wide enough to lift a baked potato from the hot oven. *Separated by a turn of the wrist*, your versatile Server becomes a fork and spoon for mixing salads. Put together quickly and securely, it serves the crisp greens! Simple design for modern or traditional homes. Of heavy silver plate. *Order several for unexpected shower, wedding, birthday* gifts. **$5.50 postpaid.** No Tax.

9-piece Bamboo Place Mat set, illustrated, in singing colors of *Yellow, Turquoise, Natural, or Forest Green.* **$4.25** a set. Give 1st and 2nd color choice. **JANET FORISTER, Dept. 12-D, Bloomington, Ill.** Send for Free Circular. *Clip this.*

STUDY INTERIOR DECORATION

SIX WEEKS' PRACTICAL TRAINING COURSE SUMMER SESSION

Resident Day Classes

Start July 9th. Send for Catalog S

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DECORATION

515 Madison Ave., New York 22, N. Y.

HANDWROUGHT SIGN BRACKET Only $7.65



Spring is here and with it the urge for new beauty around your home.

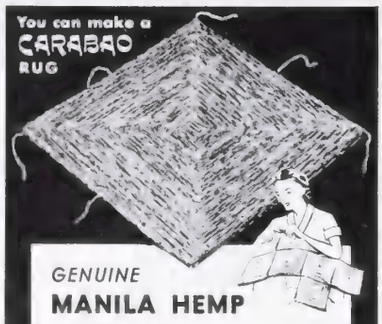
Folks just love the New England charm of our Williamsburg Sign Bracket, and it makes a dandy springtime gift for friends. Overall height 14½"; overall span 18". Complete with screws, ready for installation. Black, parkerized, rust-resistant finish. Can be lettered with your name at 25¢ per letter extra.

No. 200B Williamsburg Sign Bracket **$7.65** Postpaid in U. S. A.

Do send 25¢ in stamps or coin for our newfangled Almanac-Catalog (second edition) of wrought iron weathervanes, fireplace accessories and more than a hundred gift suggestions.

WILLIAMSBURG BLACKSMITHS
36 Buttonshop Road
Williamsburg, Massachusetts

You can make a **CARABAO RUG**



GENUINE
MANILA HEMP SQUARES

only **50¢** *each*

Full 12" genuine Manila hemp squares tightly hand woven by Philippine natives. You'd pay 75¢ a square in stores. Wear for years, vacuums easily, washable. Simple directions for tying attached hemp ties to make any size rug. Or we will sew rug to your room size for an added 10¢ a square. Mail check or money order . . . only 50¢ per square postpaid untied . . . 50¢ per square postage collect if sewn together.

SPECIAL PRODUCTS COMPANY
Import Dept. HA, 950 Columbus, San Francisco, Calif.

TERRY-GATE

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcasings up to 8".

Has no crisscross slats to pinch little fingers or give toehold for climbing over. Height 25". Fits doorways from 2 to 3 feet wide.

Beautiful natural finish. **$5.95** ppd.

Extra sections (each increasing gate width 18") **$2.00** each.

pat. #2490612

TERRY MFG. CO.
2834 Colorado Ave.
Santa Monica 12, Calif.





have the merriest
CHILDREN'S PARTY *in town!*

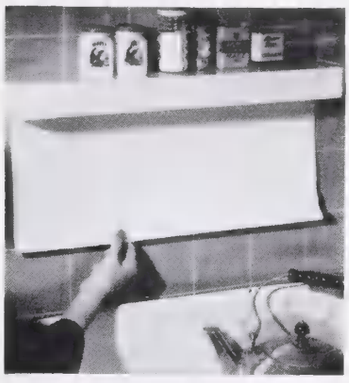
Beautiful "Favor-it" matching table decorations and favors for 8. Delightful full-color design in modern 3-dimensional figures. Fun to assemble. CIRCUS PARTY of 25 pieces for all ages includes "Big Top" centerpiece, matching hats, nutcup-placecards, invitations. MOTHER GOOSE set for younger children has 34 pieces: invitations, centerpiece, hats, nutcup-placecards, game tallies. Also STORK SHOWER (38 pieces) decorations for 12 adults.

only $2.00 per set postpaid **PARTY HOUSE** 3420 W. CAPITOL DR. MILWAUKEE 16, WIS.

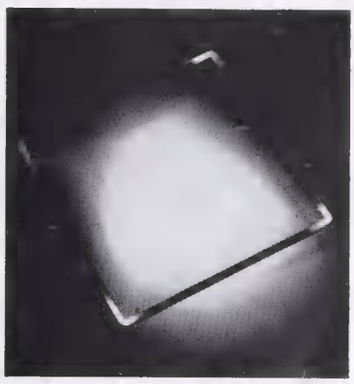
Shopping



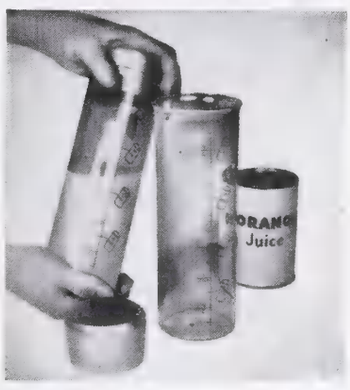
A SHADY LADY will have the brightest kitchen in town if she hangs the Shelf 'N Roll spatter guard over her range. The plasticized Marvalon shade wipes clean, rolls out of sight when you've finished frying a batch of chicken. The enameled steel shelf holds spices, condiments, etc. Red, yellow, or white with matching 30" shade, it's 24" wide, shelf 2" high. $3.95 ppd. The Fitzgeralds, 545 Fifth Ave., New York 17.



INVITATION TRAY. To answer the inevitable question of your wedding gift to a spring bride and groom, we recommend without reservation this crystal tray. Just send the announcement or invitation to this shop and they will reproduce it on this 8" square tray. With a sterling-silver edge finished in rhodium to prevent tarnishing, it's $15 incl. tax and post. Holiday House, Upper Montclair, N. J.



A GOOD MIXER for everything from frozen orange juice to whiskey sours is the Silex "Mixie." Made of Pyrex with a measuring scale on the side, it mixes and aerates, stores in the refrigerator until you're ready to serve the morning juice, evening cocktails. Wonderful for milk shakes, iced tea, it has a snug-fitting aluminum cap. $1.49 postpaid. Breck's, 146 Breck Bldg., Boston 10, Massachusetts.





You are invited to become a member of the

Nelmor Sterling Club

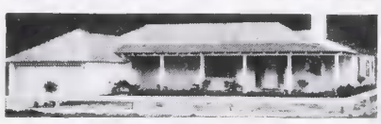
Choose from Nelmor's 221 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith, Tuttle, Alvin, Rogers. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting, $4.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now — pay for it out of income.

Nelmor JEWELERS
901 BERGEN AVENUE
JERSEY CITY 6, N. J.

Mail Membership Coupon Today

Nelmor Jewelers - 901 Bergen Ave. - Jersey City 6, N. J.
Enroll me as a member of the Nelmor Sterling Club. Send me ... place settings of ... pattern. I will pay $2.00 per month for each setting. Prices include federal tax and are for same six-piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.
NAME
STREET
CITY STATE

HOUSE PLANS



376 TESTED

DESIGNS — IDEAS — showing photographs, floor plans of homes actually built — $5,000 - $19,000. All types architecture, all climates, 1 & 2 story. Ready-to-build blueprints available $15-$25. Circle your choice of books below — 50c each postpaid.

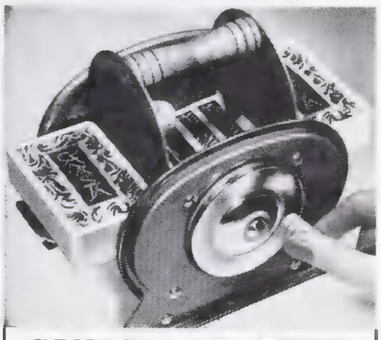
- Ranch and Modern, 70 Illus. Newest Suburban Homes, also Interiors, Decorating Details.
- Artistic Homes, 31 New Block & Small Lot Homes.
- Charming Homes, 31 5 Rms. Popular Classics.
- Dream Homes, 79 Illus. Decrating Ideas, Plans.
- Attractive Homes, 40 Cape Cods and Colonials.
- Small Homes, 23 Choice Frame Designs, low cost.
- Selected Homes, 40 Monterey Ranch.
- Brick Homes, 62 2-3-4 Bedrooms.

SPECIAL — ALL 8 BOOKS $3.00 PPD.

38 BARBECUE FIREPLACES 60c Book Shows Photos - Plans

No C.O.D.'s please. Money-back guarantee.

CLEVELAND PUBLICATIONS, INC.
Dept. 4A, 369 W. Washington, Pasadena 3, Calif.



CANASTA SHUFFLER

Shuffle merrily along—with one, two, or *three* decks of cards! Just turn the little handle and the Shuffler does the work. Shuffles more thoroughly than it can be done by hand—without bending or marring the cards. Made of metal with felt base.

Postpaid **$5.95**

Ward Phillips Co.
Dept. B-14, 9 E. Main Street
Dundee, Ill.



rice $25.00 delivered to your home. Duty payable on receipt approx. $3.50. Size 22 in. x 12 in. x 9½ in. high. 120 atts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
RIDGE WORKS, ENFIELD, MIDDLESEX, ENGLAND

This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Belling

Manufacturers of Electrical Appliances of Distinction since 1912

IMAGINE "TILE IN CANS" Less than 3c per sq. ft.
Exciting new one-coat miracle SAVINOLEUM

"FLUID TILE"

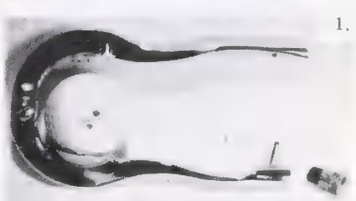


For all walls, floors, woodwork and metal (indoors or out)—flows on like cream leaves no brush marks. Apply with brush or spray—dries quickly to a tough, gleaming surface on wood, linoleum, concrete, masonry, stone, metal. LOOKS AND FEELS LIKE TILE. Called "FLUID TILE" because of its tile-like smoothness and tough washability. Ideal for kitchen, bath, basement, garage, boat, garden furniture, swimming pool, etc. Washable—resistant.

Send $3.45 for trial quart or $8.95 for gallon (abt. 300 sq. ft.). White, ivory, yellow, pink, light & dark grey, light & dark green, light & dark blue, light & dark brown, bright red, tile red, mahogany, black, clear transparent.

PAVINOLEUM, INC. Dept. HB4, 1239 St. Nicholas Ave., New York 32

1.



To the fore for Golfers

2.



(1) Precision **Golf Ball Marker** in chrome-plated steel, stamps owner's initials permanently into golf balls for positive identification. Lifetime service. **$3.95,** (Specify 3 initials). (2) Ten **Unbreakable Metal Golf Tees** plated in **14 kt. Gold;** easy retrievings! In plastic case **$1.75.** Either article postpaid (No C.O.D.'s).

Send for free catalog—
"The Perfectionist's Guide to Gift Buying"

Camalier & Buckley
1141 Connecticut Ave., (B.) Washington 6, D. C.

Hand Carved
LAMP TABLE



Solid Mahogany Top $49.50

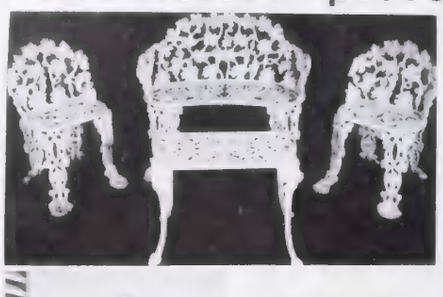
White Marble Top $65.00

This exquisite Victorian masterpiece is solid, hand-carved Honduras Mahogany, hand-rubbed to a rich, warm glow. Top is 18" x 14"; height 28". No C.O.D.'s, please. We pay the shipping charges. A rare value. Order now.

Send 50c for complete Album of Victorian Masterpieces

NETHERBY HALL
Box 96-A, Station E, Atlanta, Ga.

Attractive prices on these



Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

Aluminum		Cast Iron
$30.00	Large Settee #601 39" wide	$25.00
$22.00 ea.	Armchairs #602 22½" wide	ea. $18.00
$13.50	Table #160 30" wide	$11.00



Left: WELCOME BELL—Blends with any type home and ideal for any entrance. Guest will enjoy pulling this cord and ring this solid brass heavy resonant bell. Sturdy ornamental iron frame with strong pull cord. Excellent for calling children. Only $14.95

Right: Just the thing for your African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send $24.50.



Below Left: Antique Foot Scraper and Umbrella Stand. Exact copy of New Orleans antique. Combination foot scraper and umbrella rack. Painted white or black. 17" high. Base 11" wide. $6.50





Many other Cast Iron and Cast Aluminum items at attractive prices

Send for catalog



WALL BRACKET for FLOWER POTS

12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. $4.50

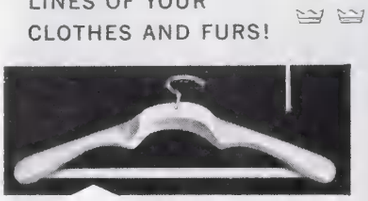
Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

J. F. DAY & CO.

Dept. B-4
1903 4th Ave., South
Birmingham 3, Ala.

Perfect for GIVING or GETTING

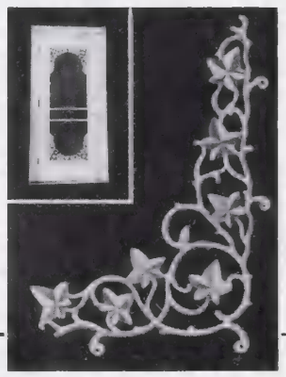
PRESERVES NATURAL LINES OF YOUR CLOTHES AND FURS!



DRESSWELL HANGERS
MADE IN SWEDEN

Beautifully carved of selected seasoned beech, 20" (extra wide with ample shoulders). Clear, natural, luxury-lacquered, modern finish. Nickel-plated (rustproof) hook. Unusual Gift for the Person Who Has Everything. 3 for $5. 6 for $9. Send check or M. O., no COD's.

SWEDISH WOODWARE CORP.
82 WALL ST., N. Y.



DOORWAY DRAMA

. . . Make a grand entrance. Dramatize screen, regular, and storm doors with ivy leaf scrolls. These are reminiscent of old New Orleans. The delicate looking filigree is executed in everlasting, rustproof, cast aluminum, sprayed in white. Easy to put on a door. Some of our creative minded customers have used them around mirrors, etc., too. Each scroll 11" x 15".

Set of 4—for one door $10.95 postpaid

No C.O.D.'s, please

EDITH CHAPMAN
50 Piermont Avenue Nyack, N. Y.



All for only $1.00

"QUAINT AMERICAN" THOUSAND-EYE CRUET WITH PURE VANILLA EXTRACT

Old-fashioned, hand-made, bluish-white opalescent "thousand eye" cruet from our famous "Quaint American" collection. 4½" high. Filled with approximately 2 ounces of old-fashioned pure vanilla extract, guaranteed not to bake or freeze out the delicious vanilla flavor. Parcel post paid for just $1.00

Send 25¢ for NEW 1951 80-page "Quaint American" Catalog.

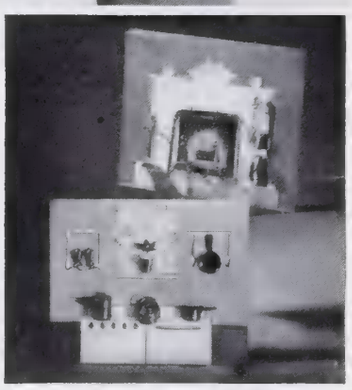
Carl Forslund, Inc. 122 FULTON GRAND RAPIDS 2, MICH.



Window



TO CAPE THE CLIMAX t
a new tweed suit, a satin sheat
formal, wear this Belgian lapi
stole cape. It comes in five wo
derful colors, so you may choos
earth brown, sleek black, fir
engine red, forest green, or mi
dy navy. Lined with matchin
satin, it would be a treasure for
trousseau. $52.50 including ta
and postage. Order from Harol
J. Rubin. 52 East 56th Stree
New York 22, N. Y.



BRASS MINIATURES hav
a diminutive charm that woul
enchant a small doll housekeepe
delight any collector. There ar
six sets consisting of accessorie
for fireplace, kitchen, living roo
dining room, breakfast room, an
a decanter set. Their tiny perfe
tion is enchanting. Just $1 the s
postpaid from J. J. Anthony, Bo
402, Milwaukee, Wisconsin.



AT HOME ON THE RANG
is this Regal Locklid straine
saucepan. Made of extra-heav
silvery aluminum, its safety cov
adjusts to "Open, Drain,
Cook," prevents spilling or scal
ing. Turn this kitchen gem u
side-down or sideways, it hol
your vegetables, lets out stea
and water. With a heat-resista
black bakelite handle, it holds
quarts. $6.95 ppd. Damar,
Treat Place, Newark 2, N. J.



This is the gift they'll love bes

unique Weddin Invitation Tray

Send us the next invitation you receiv We'll encase it in this handsome silve plated tray, to make a permanent r minder of the bride's most importa day. Has padded velvet base, sculptur handles. Complete, gift-boxed, for $5.9 Deluxe 24 kt. gold plated tray, wi hand-painted forget-me-nots, $7.95.

MARKET-COMBERS
Box 3282, Atlanta, Ga. (Sta. F.

PRINT YOUR OWN POST CARDS

The GEM STENCIL DUPLICATOR saves money . . . gets results quickly! Hundreds of uses for every type of business and organization. No experience needed. We ship the GEM complete with all supplies. Guide Board for accurate printing and 60-page Book of Ideas at the special low price of only $8.50. The GEM is *guaranteed forever.*

FREE TRIAL OFFER

Use the GEM FREE at our expense! SEND NO MONEY. Write and complete GEM outfit will be sent you postpaid. After ten days, send us only $8.50 or return the GEM. You must be satisfied! WRITE TODAY.

COMPLETE OUTFIT *only* $8.50



Send No Money Write Today

Our 21st Year

BOND EQUIPMENT CO. • Dept. 36
6633 Enright • St. Louis 5, Mo.

Shopping



PROPOSE A TOASTed cheese nd tomato sandwich for Sunday ight supper and Toast-Ezy will erve it up in a few minutes. Iade of heavy metal, it fits all tandard pop-up toasters, takes andwiches of Dagwoodian pro- ortions. Wonderfully sturdy, it as an insulated handle so you an remove your toasty favorites asily. Order two for a double oaster. $1.95 each postpaid. Ar- san Galleries, Fort Dodge, Iowa.



HAT FIRST TOOTH fraught ith wee-hour wailing and frayed empers should have a proper alute to its arrival. A sterling- lver baby toothbrush comes with removable brush encased in ink or blue plastic. With an xtra brush refill, it's $4.49 in- uding federal tax. Add 13¢ post- ge. Order from R. H. Macy, ew York, N. Y.



INNER FOR 24 won't be ny problem as far as your guests' oats are concerned if you stow hem on this folding rack. A sin- le clothes tree opens to 3 ft., olds 2 dozen garments. Closed 1 ft., it's wonderful in the play- oom for small frys' sweaters, itts, etc. Walnut or mahogany nish. $25.95 (without hangers). emovable hat shelf, $3.95. Exp. ll. Hammacher Schlemmer, 145 57th St., New York, N. Y.





LALIQUE CRYSTAL WATER PITCHER

Contemporary beauty of design in a French crystal water pitcher by Lalique. Wonderful for fruit drinks, iced tea or casual flower arrangements. An unusual gift for the bride, 1 quart capacity.

Pitcher . . . $15 • Matching 12 oz. Water Glasses . . . $30 doz.

Add 50¢ for pitcher, 75¢ per doz. glasses for postage and packing

Mail Orders Promptly Filled by Jean Tree

BLACK, STARR & GORHAM

FIFTH AVENUE AT 48TH STREET, NEW YORK 19, N. Y.

EAST ORANGE MANHASSET WHITE PLAINS

YOUTH GUARD" —*Gives Children Complete Safety Gives Parents Peace of Mind*



Patented, portable triple bar guard, converts any single or double bed into a youth bed. 3 strong, plastic covered wooden bars with felt lined, extra wide chrome supports for complete safety! Will not mar bed, attaches easily and quickly!

31 inches long, 21 inches tall. Specify pink or blue. $3.95 each side

48 inches long, 21 inches tall. Specify white, pink or blue. $4.95 each side

Postage charges collect

(Adaptors for Hollywood or angle iron beds—$1.00 per set extra)

Complete satisfaction guaranteed.

Towne Products

25 West 26th Street, New York 10, N. Y.



Realistic Portraits

At Reasonable Prices

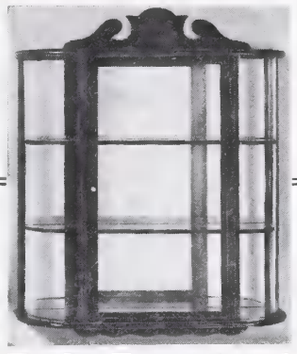
Portraits in oil or pastel created by skilled artists from your favorite photo, returned to you postpaid finished in lifelike color.

Prices as low as $35.00

Write for particulars. Satisfaction guaranteed.

VILLAGE PORTRAITS

Franklin.....Tennessee



Truly Exceptional

in quality and price!

"We are thrilled with it," say thousands of our customers who have bought this genuine solid mahogany wood hanging bibelot cabinet. Made with cabinetmaker's skill, hand rubbed to rich finish, it has hinged doors, bent glass sides, is mirror-backed, completely glass enclosed, dust proof, generously sized, 23" high, 19½" wide x 5½" deep, 6" between shelves. Choice of mahogany, pickled pine, maple, walnut or antique gold. A really fine furniture piece at only

$22.95

Money Back Guarantee
Express Charges Collect

MAYMAC COMPANY

Dept. B
79 West Grand St., Mt. Vernon, N. Y.

MARY A. LEE MARY A. LEE MA

For School, Camp, Home

rotect Your Laundry, inen & Clothing From Loss!

Roll of 60 Names $1 postpaid



y safe! Protect everything you own with indelibly printed Per- nal Name Tapes. Quickly and distinctively identifies your ssessions at home, away, or travelling. Sew them to shirts, cks, sweaters, linen, etc. Names printed in fade-proof black sturdy white cotton ⅜" tape. Roll of 60—$1. Roll of 120—$1.75. C.O.D.'s, please. Send check or money order now. PRINT arly name wanted.

SSELL SNOW CO., Dept. 170, WALTHAM 54, MASS.

KILLINGER HI-JACS to protect your furniture from drips and stains. Washable, terri-knit coasters of fine mercerized cotton yarn in eight partyish colors . . . *different* colors so that every guest can easily identify his drink. Good gift idea, grand for your own parties, too. Set of 8 Killinger Hi-Jacs, $1.25 Ppd. Order from

THE KILLINGER COMPANY
FORT PAYNE, ALA.



Rien
ne remplace
un vrai



J. Berlé

DELINEATOR ©

No more trying one bra after another! Berlé creates for you a Delineator exactly fitted to your individual contours. You'll hardly know you're wearing it. From $17.50 in the world's finest materials. One-year written guarantee. Consultation welcomed.

J. BERLÉ, 26 West 58 St., N. Y.
Telephone: PLaza 5-6250

THE BIRDS ARE BACK!



Hagerstrom Weathervane

Greet Spring with "NORTHBOUND," a graceful vane for your rooftop. Made of fine quality aluminum in rich black finish. Mounted on oil-filled swivel. 27" wide 32" high. With brackets $18.50. Size 30" wide 38" high $25.00. Prices f.o.b. Wheeling.

Write For Free Catalog

HAGERSTROM METALCRAFT STUDIO
Handcrafted Specialties since 1922—House Signs, Lanterns, Weathervanes, Door Knockers, Mail Boxes, Fireplace Screens, etc.
41 Old Milwaukee Road, Wheeling, Ill.



ROYAL DOULTON
"PRELUDE"

Large selection of English name chinas, Crystal Stemware, Ellis (Birmingham) Sheffield Plate.
— Catalogue on request. —

Charles Duncan & Sons
BRANTFORD, ONTARIO, CANADA

Window Shopping



SWEET PERSUASION for fickle-hearted lady is this gay de ceiver. An enchanting nosegay o artificial forget-me-nots, daisie sweetheart roses, lily of the va ley is encased in a dome of cry tal glass. And when she sets it o her dressing table, you'll hav that string around her heart. 6 tall, it's $7.50 postpaid. Remem ber it for Mother's Day. Con stance Spry, Inc., 322 Park Ave New York 22, N. Y.



MASTERFUL WORKS of 2 famous artists reproduced in ful color come ready to hang wit gray heavy cardboard mat Bound in illustrated portfolio which give the history of eac painting and its creator, the range from Titian to Picasso. Fa vorites such as Cezanne, Va Gogh, Winslow Homer are repre sented. Illustrated brochure avai able. 19" x 17½". $3.50 eac ppd. Susan Smith, Dundee, Ill.



A CASE OF PREPARED NESS when you find yoursel with an eleventh-hour birthda card to mail, an overdue bill t post is this purse-size stam holder. And if you fill one wit stamps for your boarding-schoo son, you're sure to get more fre quent letters. Red, green, or pig skin leather top, with two slidin sections in the bottom. Stampe in gold with 3 initials, it's $1.7 postpaid. Crane's, 419 E. 57th St New York 22, N. Y.

(Continued on page 43)

56 YEARS OF GUARANTEED SERVICE

Dyeing by Denihan



IS AN ART

- Dresses, gowns, drapes, etc. dyed with a guarantee not to shrink out of fit.
- We boast article will not appear dyed.
- Dry cleaning wedding gowns, ribbon, knits, lamé, taffeta frocks, our specialty.
- Experts on tapestries, laces, heirlooms, curtains, bedspreads, & mothproofing.

Specialists
Suede and Leather
Cleaned and Redipped

Suede Suits	$8.00
Gloves (short)	.50
Men's Suede Jackets	4.75

mail to Palm Beach

B. J. DENIHAN Hamilton Bermuda
215 East 64th St. — N.Y.C. — TE 8-2100



BE COMFORTABLE WITH NEK-EEZ...
the perfect neck-rest pillow

Scientifically designed, it provides utmost comfort. Supports sensitive neck, shoulder and back muscles:

- when traveling
- reading, lounging, watching television
- convalescing—wonderful for shut-ins
- ordered by physicians and nurses

Complete with removable, washable, zippered cover.
Soft Kapok filled ..... $4.95 *postpaid*
FOAM RUBBER filled ..... $5.95 *postpaid*
Deluxe European goose down filled $7.95 *postpaid*
Additional zippered covers ... $1.35 *ea. postpaid*

A THOUGHTFUL GIFT
No C.O.D.'s please.
Send for new Fall and Winter catalog.

BEAUMOND DISTRIBUTORS
Dept. HB4, 133 Lexington Ave., New York 16, N.Y.



QUAINT and COMFORTABLE

$6.95

UNFINISHED

SHIPPING CHARGES PREPAID

Ideal for the breakfast room or as an occasional chair on the porch, in the bedroom, den or play room. Made of selected hickory. Back and seat of springy, hand-woven wood fibre with waterproof plastic coating. A fine chair, a real bargain. No COD's. Absolutely guaranteed.
No. 240 Unfinished...$6.95 ea.; $13.00 pr.
No. 241 Varnish finish $7.95 ea.; $15.00 pr.
No. 242 Mahogany finish $8.95 ea.; $17.00 pr.

ALL-GOOD CHAIR CO.
Box 709 Algood, Tenn.



look like linen

***Beautiful* mats with raised design on linen-textured vinyl plastic. *Practical*—wipe or dip in water to clean. Plastimats do not wrinkle, curl, nor slide. Forest green, lime, blue, white, coral, grey, or red—to mix or match. Place mats, 75¢ ea. Set of 8 leaf coasters, $1.10. Ppd.**

The Corner Cupboard
1003 West St., Wilmington 1, Del.
MARY SHARP FITHIAN


Bring Hollywood Glamour
right into your home with
Kuehne
THE INTERIOR DECORATOR'S
CHROME DINETTE SET!
Here, at last, is the one perfect chrome dinette set that captures the dramatic modern charm of glamorous Hollywood homes—bringing new color and gracious living to your own home. And Kuehne Khrome is so *practical!* Its everlasting Textolite table top wipes clean in a jiffy—and so does the soft, resilient vinyl plastic upholstery on the chairs.
Yes—to bring *your* home the magic touch of a professional interior decorator—ask for a chrome dinette set made only by Kuehne . . . since 1922, manufacturers of the world's finest chrome dinette furniture.
(From $69.50 to $189—at your favorite furniture or department store)
Kuehne (SAY "KEEN-EE")
MANUFACTURING COMPANY • MATTOON, ILL.



Beautiful... and so efficient

Wishing for a kitchen—like this? Smooth gliding roller drawers . . . "whisper-quiet" insulated doors . . . and exciting new "Merry-Go-Round" corner cabinets. The ultimate in kitchen beauty and efficiency . . . at a price to fit your budget. Your GENEVA dealer will show you how to make your dream come true—in a wonderful GENEVA steel kitchen . . . *planned just for you.* He's a specialist in kitchen planning . . . see him today.

Send 10c (to cover handling) for colorful 16 page booklet illustrating many exciting Geneva Kitchen designs.



New Automatic "Merry-Go-Round" Cabinet
A slight touch—and door and shelves revolve. Remove what you want, then forget it—*door closes automatically.*

GENEVA KITCHENS

GENEVA MODERN KITCHENS (Dept. HB4-51), GENEVA, ILL.

Spice

FOR YOUR TABLE







Stemware by Duncan & Miller

Bold, wonderful tablecloths, seasoned to a modern's taste for verve and color! Simtex woven of rayon and cotton with a deep touch-inviting texture. They have the look of fine tweeds—would be absolutely perfect in ranch or modern setting. Completely washable, guaranteed fast colors, with a rich hand that actually improves with laundering. 52″ x 52″, 52″ x 70″ cloths.

Simtex Matkins (can be used as napkins or mats) in solid color-accents, 12″ x 18″.
For store names write to: Simtex Mills, Division of Simmons Co., 40 Worth Street, New York 13, N. Y.

Guaranteed by Good Housekeeping
SATISFACTORY OR REFUND OF MONEY
IF NOT AS ADVERTISED THEREIN

Simtex Modern, chosen by the Museum of Modern Art for outstanding Good Design

Simtex
MODERN
DESIGNED BY
Russel Wright

SIMTEX COVERS MORE TABLES THAN ANY OTHER MAKER IN AMERICA

"I love you"

Precious words...diamond-starred...and echoed in the fragrance of Colorado Carnations. These glorious flowers convey perfectly a message of love for engagements and anniversaries—furnish a background of beauty worthy of the sentiment. And whether you want to say "I Love You," "Congratulations," or just plain "Good Luck," say it with Colorado Carnations, because...



APPOINTMENTS BY THE JOHN BREUNER COMPANY, SAN FRANCISCO

COLORADO CARNATIONS

Say it Best

COLORADO STATE FLOWER GROWERS ASSOCIATION



YOUR ASSURANCE OF QUALITY • Look for this silver trade-mark seal...it identifies the finer, longer-lasting genuine Colorado Carnations.



Charming Laraine Day, beautifully at home in her Santa Monica dining room . . . with Wunda Weve.

Lovely Laraine Day Chooses Wonderful Wunda Weve

For her stunning Santa Monica home—and also throughout her New York apartment—Laraine Day chose the decorative magic of Wunda Weve carpets. Their radiant hues set a room aglow . . . the thick, soft pile captures every hint of light and shadow, lending interest and variety to the sweep of solid color.

Loom woven Wunda Weve wears as well as fine wool broadloom. Its pile is double-locked for double durability. Wunda Weve is slow to soil, easy to clean. It can be vacuumed, shampooed, dry-cleaned—or packed off to your laundry at low bulk rates. It's colorfast, pre-shrunk, mothproof.

Use Wunda Weve wall-to-wall or in room and scatter rug sizes . . . in any of the lovely decorator-tested colors. Sensibly priced at leading rug departments everywhere.

See Wunda Weve in leading carpet departments during the Carpet Fashion opening, April 2-12.

Booklet of Wunda Weve in America's Finest Homes. Beautiful rooms in full color. Send 10c to Belrug Mills, Inc., 200-C River St., Greenville, S. C.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

WUNDA WEVE



The Right Color Note For Every Room In Your Home



CARIBBEAN CASUAL

RATTAN FURNITURE . . . CORRELATED FABRICS

Born of dreamy days along sea-swept shores . . . of romantic nights on moonlit verandahs, Caribbean Casual is an irresistible invitation to a more glamorous, more colorful, more *modern* way of decorating. See the Ficks Reed display at better stores everywhere or, consult your decorator. Write for interesting folder.

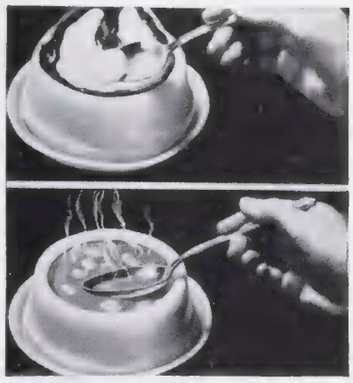
The Sofa and Chair & Ottoman are covered in "Finger Leaves." The Planter's Chair (left foreground) is shown in "Calypso Stripe." These fabrics are but two of 16 tropical prints designed exclusively for Ficks Reed Co.

Ficks Reed Co.

424 Findlay Street • Cincinnati 14, Ohio

Window Shopping

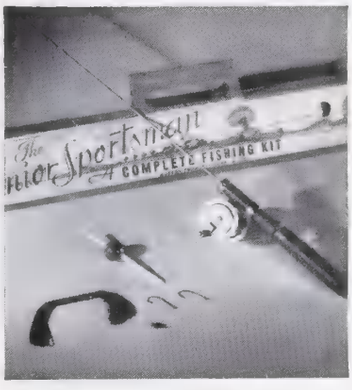
CONTINUED FROM PAGE 36



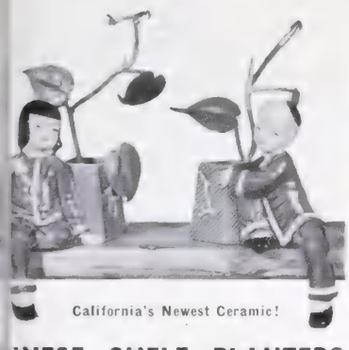
T STUFF will be *hot* and mp cocktails will be icy cold ou serve them in Thermo- ls. To keep salads, ice cream led, fill the bottom saucer water, stow it in the refrig- or where it will freeze quickly. baby's food, soup, substitute water in the base. Wonderful summer buffets! Blue, green, or white. 4, $2.25; 8, $3.75; $5.95. Ppd. Ward Phillips, dee, Ill.



'LL TAKE VANILLA for favorite recipe for angel food or to add zesty flavor to emade ice cream from this escent "thousand eye" cruet. w addition to "Quaint Ameri- accessories, it's filled with nces of pure vanilla extract. high. $1. 6 ounce bottle for ling cruet, $2. Postpaid. Carl lund, Inc., 122 Fulton, Grand ids, Michigan.



LITTLE ANGLER will be ng fish stories as unbelievable he yarns his Daddy spins if give him this Junior Sports- kit. There's a pint-sized rod reel, hook, line, sinker, and bin. With an imaginary worm bait, he'll land the biggest le in the park lake. Just $1.50 paid. Order from Green Gable s. P. O. Box 44, Gracie Sta- New York 28, N. Y.



California's Newest Ceramic!

INESE SHELF PLANTERS

The Lovers "Ting and Ling" angle their Oriental pajama'd legs ver a shelf's edge . . . Hold small lants in Chinese lettered vases.

The colorings and facial expres- ions are superb . . . 6 inches tall . . Colors are brick red, chartreuse r ebony black (Plants not included.) he perfect Mothers' Day Gift.

Per Pair **$3.50** postpaid in U.S.A.

No C.O.D.'s please

IFF'S TRADING POST

Box 848 Crestline, Calif.

FRYING PAN CLOCK

(ELECTRIC)



A new face for the old iron skillet. Instead of cooking, it tells time the food's done. Painted red, yellow, or black. (10" dia., numerals in bright letters.) One-year guarantee..... **$16.95** ppd.

Send 10¢ for Unusual Gift Catalogue.

nessa gaulois

723 Lincoln Road, Miami Beach, Fla.



Jensen's imports a new Orrefors crystal Martini mixer from Sweden

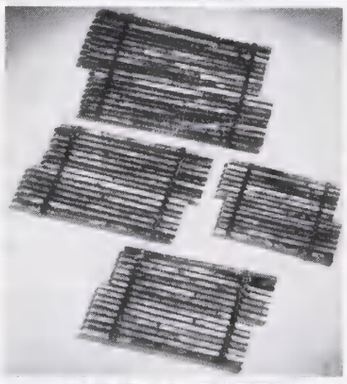
Astonishing—how little you pay for this beautifully proportioned Martini mixer of finest Swedish Orrefors crystal. In clear or amber, its price is only $8.50.

Also shown: Martini stirrer of American sterling silver. $15, including Federal Tax.

MAIL AND PHONE ORDERS FILLED—ELDORADO 5-6630
NO CHARGE FOR DELIVERY WITHIN 300 MILES

GEORG JENSEN INC.

Fifth Avenue at 53rd Street • New York 22, N. Y.



BAMBOO RAFTS
4 For $4.00—Postpaid
INDISPENSABLE TO EVERY GARDEN-CLUBBER
Soft mottled brown
Sizes—7"x4¾"—9¼"x5¼"
10"x6" and 12"x7½"

BAKER'S
At the Sign of the Laughing Lion
IMPORTERS
1532 Sansom Street Philadelphia, Pa



CAST IRON GLAMOR

From Sweden comes the loveliest stove-to-table ware we've ever seen. It's cast-iron, coated with porcelain-enamel that has the look of stoneware. And **never** have we tasted such scrambled eggs, such beef stew, such broiled filet of sole! With blue trim.

26-oz. Canton ware casserole with lid $8.95
Deep platter, 10½" long, $6.25
postpaid no c.o.d.'s

Page & Biddle, Inc.
21 Station Rd. Haverford, Penna.



BOUNTZEE BOOTZ

One whole inch of foam rubber sole to give you the lift of your life! You'll b-o-u-n-c-e through your housework . . . to the shower . . . all over town! Choose (1) faded blue denim with red, white or blue trim; (2) white terrycloth with red or navy trim; (3) a solid shade of red, brown, green, yellow or blue desert cloth. Terry and desert styles are terrycloth lined. Sizes: small, medium or large.

$3.75 postpaid

(No C.O.D.'s, please)

FERN WHITE
3600 Magnolia Blvd. Burbank 3, Calif.

DAY-n-NIGHT MARKERS

These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- **Reflector lettering—tiny glass beads mirror light at night**
- **Permanent raised letters and numbers 1½" high**
- **Lifetime aluminum—rustproof**
- **Baked enamel—black background—white beaded letters**
- **Double plate 18" long—reads the same from either side**
- **Any wording you want, up to 15 letters and numbers PLEASE PRINT CLEARLY**

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

SATISFACTION GUARANTEED OR MONEY BACK

FREE CATALOG

Spear ENGINEERING COMPANY

24 Spear Bldg., Colorado Springs, Colo.



BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID



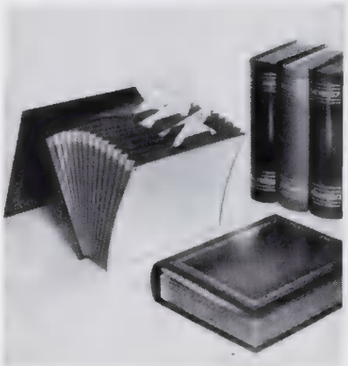
MAILBOX MARKER fits any mailbox—install in a minute $1.95 POSTPAID



Window



VIKING SHIP that looks a it has weathered stormy s makes a handsome showpiece the library or a young skipp bedroom. Made in Denmark cast metal with a bronze finish has a dragon's-head bow, an ea on the full sail. Its hull is li with old coins representing seamen's shields. 14½" high w mounting stand. $17.50 p Jenifer House, Great Barringt Massachusetts.



UNDER COVER of a handso genuine leather "book." the an A-Z accordion file, extra c partments for bank statemer budget, insurance, tax retur etc. And if you let it organ your financial matters, next Ma 15 will be duck soup. Tooled 24k gold. 8" x 10", brown, r roon, or green. $7.95 incl. t post., and name stamped. Ca lier & Buckley, 1141 Connecti Ave., Washington 6, D. C.



A PENNY A SHOT. You h to show a little skill before t penny pincher will yield its che prize. The metal lever at the s of this plastic bubble-gum ba requires just the right press to shoot the ball-shaped g into the basket. Only then a little blowhard retrieve prize. 4¼" x 7¾" high, it con well stocked. $2.25 ppd. Nor more's. Highland Park, Ill.



LEARN Interior Decoration AT HOME

• NOW is the time to prepare yourself for a fascinating and beneficial career. There is a great post-war demand for trained decorators. Should you not wish a professional career, why not learn the fundamental principles of decoration for creating beauty in your own home? It will save you money, enable you to buy furnishings wisely which will always be harmonious and in style.

You can gain this priceless training through delightful study at home in study periods to suit your own convenience. Your work will receive personal supervision. Through the—

Arts & Decoration Home Study Course in Interior Decoration

—you get a thorough knowledge of color harmony, textiles, lighting, arrangements, modern and period furniture, backgrounds, etc. The Course consists of 30 lessons, color plates or successful interiors, books on color and drapery patterns, fabric samples.

WRITE FOR BOOKLET—IT'S FREE

Describes the course in detail. 27th year

ARTS & DECORATION CORRESPONDENCE COURSE IN INTERIOR DECORATION

200 EAST 37TH STREET, NEW YORK 16



PLACE ORDERS NOW!

The Loveliness of Cypress

This different outdoor furniture is ideal for porch and terrace or spreading lawn. Great too, for summer camps and cottages. Built of Southern cypress for the out-of-doors. No fear of showers. Comfortable, durable and graceful with natural cypress beauty.

Joints dowel inset fastened with split cypress bands. Each piece is thoroughly treated with a clear toxic water-repellent wood preservative.

For the past 11 years we have had enthusiastic endorsements from Country Clubs, Adirondack camps and northern estates.

Send your check, say where to ship—and we will have a set packed and off to you when you say.

6 PIECES—*settee, 2 chairs, coffee table, side table and foot stool.* **$39.70**

3 PIECES—*settee and 2 chairs.* **$28.90**

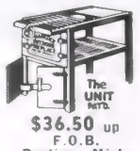
Freight Prepaid in U. S. A. to nearest freight depot. Add $4.60 for Denver and West.

Littletree Company

Dept. HBI Winter Park, Florida

"COME and GET IT!"





You'll GO for that deliciously *different* taste of food cooked outdoors over a fragrant wood or charcoal fire. A Hancock Outdoor Fireplace will make your feasts mouth watering memories to you and your friends. So easy to build, too, with the Hancock "skeleton" unit. Ovens, spits and other accessories available. Send 10c for 4-page Plan Sheet—"HOW TO BUILD YOUR OUTDOOR FIREPLACE"—with working drawings for a variety of designs.

$36.50 up F.O.B. Pontiac, Mich.

HANCOCK IRON WORKS

131 W. PIKE STREET, PONTIAC 14, MICH.

Try a **NEW TASTE THRILL**



Tossed Salad Vinegar Dressing, 6 Oz. Jar — Sweet Mustard Sauce 10 Oz. Jar

Different and Delicious!

Cal Pre new seasoning treats make food flavors sing! Your family and guests will *marvel* at your new seasoning technique . . . they'll love it from start to finish!

Regular value $1.50—SPECIAL OFFER

Both for $1.00 (West of Miss. add 25c postage) **ppd.**

Includes recipes.

CAL PRE Money refunded if not satisfied *Send Check or Money—No C.O.D.*

CALIFORNIA PRESERVES, INC.

2 Park Ave., New York 16, N. Y.



A PRACTICAL GIFT!

Here is the most practical gift every woman will love. So useful in the kitchen, for barbecues, for buffet suppers. For carving, chopping, pounding, serving. Solid hardwood, edge-grain, can be scraped easily, lasts a lifetime. 11½ inches square, block is 3 inches thick, stands on 4 rubber-tipped legs. This home-size Butch-R-Boy block is a miniature of the one your butcher uses.

No C. O. D.'s. Send check or money order for $5.95. Shipped anywhere in the U.S.

NORTHWEST CHAIR CO.

P.O. BOX 1115 TACOMA 1, WASH.



A Roadside Table For Backyard Picnics

Originally designed for roadside parks, the "Dynair" will bring endless enjoyment to those who love to picnic outdoors. Ideal for porch and recreation room too! Sturdily constructed of Michigan white cedar. Room for eight if ends are utilized. Available set up and varnished for $27.50 . . . C in the natural wood, semi-assembled for $21.50. Shipping charges collec

Rustic furniture and fence circulars available

Preston Cedar Products Co

Ossineke, Michigan

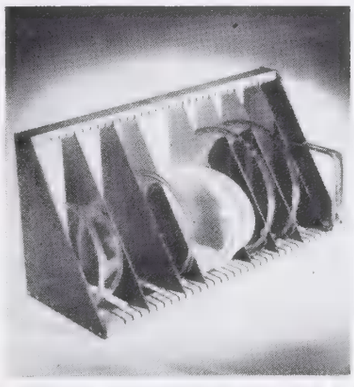
Shopping



INING FAVORITE. Put up to an April shower and ll sail through the raindrops rt dry, cheerful as a sun- er. A heavy plastic umbrella es hand-painted with spring soms in permanent oils. $6.95. a gay identifier, this shop add your monogram for $1. ching raincoat in small, me- n, or large. $6.95. Ppd. Schaf- Gift House. 246 Morris Ave., ngfield. New Jersey.

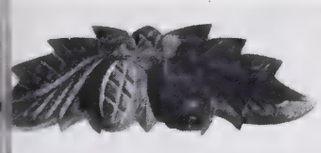


MPER YOUR PYREX aluminum pots and pans that so hard to come by in these of shortages by stacking in the A-Just-O rack. It s trays, odd dishes and bowls n-slipping safety, fits on your en counter or cabinet shelf. le of 2" slotted wooden strips adjustable masonite parti- s. 9" x 12" x 24", $4.95 ppd. onal Mail Order Co., 831 W. hington Blvd., Chicago, Ill.



T RID OF THE OLD after you've brewed a tangy of tea by setting it on this ceramic drainer. It's a gay h for the used bag, keeps it dripping on your tablecloth tea wagon. Shaped like a r. pastel-colored, it would a thoughtful little gift for one who makes afternoon tea ual. 3¾" wide, it's $1.35. 2 $2.50. Ppd. Foster House, 15 Court, Princeville, Ill.







Hand Carved

RAWER PULLS and EYHOLE ESCUTCHEONS

ARVED FROM SOLID WALNUT

(Ready for finishing)

pulls are copies of a popular Victorian pattern and, like the old ones, are all carved from one piece of wood. Used with hand cut keyhole escutcheons, they are for replacing brass hardware on Vic- dressers. Their workmanship will lend unction to any chest of drawers.

s. 7½", 5½", 3⅛", @ 2.00 *Ea. P.Pd.*
utcheons. 1⅝", 1⅜", 1", @ .50 *Ea. P.Pd.*
Checks or Money Orders. No C.O.D.
Satisfaction Guaranteed.

W. W. CAMDEN
te 2, Box 662 Yucaipa, California

BAKING or SERVING DISHES



FASCINATING, IMPORTED TONALA WARE

SET OF 3 NOW ONLY $3.45

Delivered postpaid to your door without delay or shopping worries. Pottery that will withstand any amount of heat and brighten your buffet to boot! The designs are original, free-hand works of artists and thus never identical, but you may have your choice of birds, flowers or animals and your choice of background color: CREAM OR TERRA COTTA.

Largest tray measures 9" x 10½"
Smallest, 6½" x 7½"

These popular tray sets formerly sold for much more.

Ask for free catalog of imported merchandise.

The **OLD MEXICO SHOP**
SANTA FE, NEW MEXICO

B

This book with 100 photos shows how to bring new beauty to your table settings



THE BOOK OF

Table Arrangements

With Flowers, Fruit, & Other Elements

By PATRICIA ROBERTS, author of FLOWER CRAFT. Original, beautiful table arrangements for all occasions, all meals. Simple, expert principles for combining flowers, fruit, leaves, etc. with your silver, china, and linen into gracious backgrounds for pleasant eating. ■ *pages in full color. Only $2.75*

Order from CROWN PUBLISHERS, Dept. 2T, 419 4th Ave., N. Y. 16. Save postage by remitting now. Refund in 10 days if not delighted.

You're Sure It's Fresh!

YOUR CANDY IS MADE THE DAY YOUR ORDER IS RECEIVED

ROCHESTER NUT SHOP

"NUTS A FOOD"

CHOCOLATE COVERED NUTS

This deluxe assortment is a tempting treat for the family . . . or an ideal gift. Contains the finest almonds, cashews, pecans, Brazil nuts and filberts (no peanuts) richly coated with delicious milk or dark (vanilla) chocolate. **$1.35 lb.**

CANDY COATED PECANS

Something unusual to serve your guests—fresh, delicious pecans with a crunchy candy coating. A truly different candy that appeals to everyone!

$1.35 lb.

Send your order today to:

ROCHESTER NUT SHOP
550 WEST MAIN ST., ROCHESTER, N. Y.



SMORGASBORD

COMPLETE - DELICIOUS

Imported from Sweden

. . . to serve in your home!

A complete assortment of the finest Smorgasbord . . . fish, cheese, crisp bread . . . ready to heat and serve. Wonderful for any meal . . . perfect for cocktail snacks . . . will not spoil . . . provides a reserve larder to treat 6 people and s-t-r-e-t-c-h for more! Send for the HOME SMORGASBORD PACKAGE today!

- ***PARTIES***
- ***COCKTAILS***
- ***COMPANY***

Send check or money order; no CODs Pls

$6.75 ppd.

SWEDISH FOODS, Inc. Dept. H
125 Broad Street, New York 4, N.Y.

MACY'S
Silver Club Plan
Your Sterling
Silver Service
ONLY $5 DOWN,
$5 A MONTH
(24 pieces in 4 place settings)



MACY'S

Here's all you do:

- Choose from 158 patterns by all leading American silversmiths.
- Receive your sterling set with your first payment! Set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
- For 4 place settings (24 pcs.) $5 down, $5 a month;
  6 place settings (36 pcs.) $7.50 down, $7.50 a month;
  8 place settings (48 pcs.) $10 down, $10 a month;
  12 place settings (72 pcs.) $15 down, $15 a month
- Receive, without extra charge, a Tory jewel-box anti-tarnish silver chest . . . engraved initial on each piece!

Prices are for 6 pc. place settings, including Federal Excise Tax. Price-fixed by mfr. under Feld-Crawford Act of N. Y. Prices and terms subject to change without notice.

Macy's, Box 70, N.Y.C. (1) HB4
Enclose $_____ down payment
Pattern_____ No. of place sets_____
Name_____
Address_____
City_____ State_____
Employed by_____
Position_____
Name of Bank_____
(wife should give husband's occupation)



Your Indoor Flowers Look Lovelier in this

FLORALIER

of bronze-colored plastic, **$1**

New. A flower-bowl-frog! Just fill the bowl with water, clamp on the shaped top—your Floralier will hold flowers in a charming, professional arrangement. Or use the bowl separately for a casual bouquet.

THE BROADWAY–STATIONERY

the **BROADWAY**
Southern California

Order by Phone or Mail. The BROADWAY —401 S. Broadway, Los Angeles 13, Calif. MUtual 9311. Our Order Board opens at 8:30 A.M. for early shoppers.



MAKE YOUR YOUNGSTERS HOPPY-HAPPY!

SOLVE FEEDING PROBLEMS!

Here's your chance to really make mealtime an extension of playtime.

Give this fine three piece Stainless Steel HOPALONG CASSIDY JUNIOR CHOW SET to your favorite cowboys and cowgirls and just watch them eat. Comes in attractive gift box.

only **$2.00** per set prepaid
(3 sets for **$5.75**)

Save postage charges by sending your remittance with order.

SATISFACTION GUARANTEED!

Buy wise with

GIFT-WISE

Box 31, Utopia Station (Dept. HB)
Flushing, N. Y.



Daniel Boone

LOG CABIN

RUSTIC CEDAR CONSTRUCTION

Prefabricated, easy to erect. Weather will not hurt it—it will give you years of continued outside use. 5 feet wide, 4 feet deep, 5½ feet high. Shipped in 6 pieces. **$19.95**

Cabin plus rustic accessories; table, 2 chairs, fence, gateway, window-boxes, flagpole, birdhouses, etc. **$49.50**

Shipped Express Collect from Williamstown, N. J. (Sorry, no C. O. D.'s)
Send for Free booklet of Play-yard equipment.
Dept. HB-451

CREATIVE PLAYTHINGS, INC.

521 Midvale, St. Louis 5, Mo. — 867 Madison Ave., New York 21, N. Y.

FOR BABY
Hooded TERRY ROBE



Beautifully-made bath, dressing, or beach robe . . . complete with hood . . . self-belt and baby-size pocket.

Colors:
Baby Blue w. White
Cloud White w. Blue
Primrose Yellow w. White

Sizes:
1 yr. — 2 yr. — 3 yr.

$7.95 POSTPAID

Sorry, no C.O.D.'s
State colors — size

Send check or money order to:

Mrs. Robinson
WAYLAND SQ., DEPT. 2, PROVIDENCE, R. I.



Mother's Helping Hand . . .
"BABY BATH APRON"

Only **$2.50** Postpaid

With Special "EXTRA LARGE" Pouches for
- FACE CLOTH
- BABY OIL
- BABY POWDER
- WASH CLOTH

Made of Extra Durable VINYLEEN PLASTIC with that new, exciting "Mother of Pearl" finish. A "wish come true" for the busy mom. You no longer need a "3rd hand" when you wash baby. This wonderful yellow and red trim apron brings everything you need right at your fingertips. Keeps you from getting spattered with soap and water too. Doubles as a regular utility apron.

A WONDERFUL GIFT

Wrapped in a handsome all-purpose Plastic Bag to keep it crisp and clean when not in use, it's ideal to give and to have. Order now. Send check, cash or M.O., we pay postage.

ZERLINE FRANK CO., INC.
Box 1284, G.P.O., New York 1, N.Y.



Window



FERRIS WHEEL. gay as carnival in springtime. serve your favorite hors d'oeuvres i little pottery dishes. Forsythi yellow and willow green, they'r made of ovenproof ware. clam aboard the black metal whee Like hot sausages with you whiskey sours, shrimp with mar tinis? Just stop the wheel a your choice. 14" high. $10.9 plus 35¢ post. C. D. Peacock Chicago 3. Ill.



THROUGH THE LOOKIN GLASS your prized figurine o small plant will have a reflecte glory. A mirror-backed baroqu wall bracket comes finished i mahogany, gold, or cream-whit tipped with gold. 10" x 13½ over all, the shelf measures 7" 3½". Just $5.50 each. Postpai from The Squire, Chelsea, Mas sachusetts.



WHAT'S MY NAME? A jun ior-size identification bracele just like the one Daddy wor when he was in service, is mad of sterling silver, comes engrave with a child's name and address We pray a little Miss Pigtails wil never know anything but the jo of wearing it as a silver rin around her tiny wrist. 10¢ a lette for engraving. Bracelet, $2.9 incl. tax & post. Studio Shop. 55 Boylston St., Boston, Mass.



Free! **YOUR CHILD'S FIRST NAME ON THE ORIGINAL, PERSONALIZED**

"ROUNDUP TIME"
T V DIRECTOR FOLDAWAY CHAIR

Only **$3.95** post paid

SEND TO
Roundup Time
Dept. HB-4
P.O. Box 1409
Phila. 5, Pa.

- Mother! Save wear on furniture. Tested to hold 150 lbs.—for boys and girls 2 to 12.
- Made of solid oak or maple—green canvas sling trimmed with yellow binding and fringe.
- Perfect for T V rumpus room, lawn, beach, etc.
- NOW AVAILABLE at $1.25 extra p.p.d. plywood swivel "Chow-Trav" (pat. pend.) branded with child's name—for left or right handed children—complete with fitted plastic drinking cup

($5.00 p.p. for both chair and tray.)

Available only through mail! Immediate shipment upon receipt of check or money order. Also write for pamphlet KB-1.



Authentic Scandinavian *Rosemaling* Decal-Transfers

Decorate and enrich kitchen and bathroom walls, furniture, trays, chests, cabinets with these colorful transfers. Washable, permanent, easy to apply. Choice of Scroll, Fine Floral, or Petal Floral designs — you get three large cabinet designs, 6 medium cabinet, 3 canister, 9 border strips - deluxe 21 piece assortment $3.95 — No. C.O.D.'s please.

Special Offer
Send today for special introductory assortment—5 pieces from 3 designs.
Only **$1.00** POSTPAID
ORDER NOW!

SCREEN ART CO. Dept. A — 745 E. Dayton St. MADISON 3, WIS.

Shopping



HOBBY SOCKS. Are you a golf widow? Then spend those Sunday afternoons on the country-club terrace knitting him socks depicting his hobby. Even if they don't have the desired effect, they're good-natured fun. A booklet with easy directions for bowling, sailing, carpentry, fishing, baseball, tennis, gardening, and golf socks is $2 ppd. No c.o.d.'s. Evelyn Simonson, 11 Ash St., Garden City, N. Y.



IN THE BAG of multi-colored hemp you'll stow your last minute extras from the supermarket, sling them over your shoulder so you have a free hand for a big bouquet of spring flowers. Made in Mexico, it has a raffia basket base. We're going to use ours as a gay summer bag to wear with cottons. Just $2.95 ppd. Southwestern Gifts, 630 East Alameda, Sante Fe, New Mexico.



TO SEND A BRIDE. This set reminds us of the good old days when wonderful gifts seemed to grow on trees and prices were painless. It's a mayonnaise bowl, with a three-letter hand-cut monogram, a plate and ladle. Made of heavy glass in a Swedish design, it has a sham bottom. Bowl, 4¾" wide, plate, 7¾". The complete set is just $3.95 incl. monogram and post. Eunice Novelties, Box 41, Rego Park, N. Y.





Enjoy "Chafing Dish Cookery"

Exciting for rarebits, newburgs, sauces . . . versatile and fascinating for large buffet dinner-parties, Sunday night get-to-gethers, or just *you and him.* Authentic reproduction in solid copper, and brass with aluminum pan linings. Holds 2 qts., and Sterno receptacle. Sterno included. 11" high. 10" pan 16.95

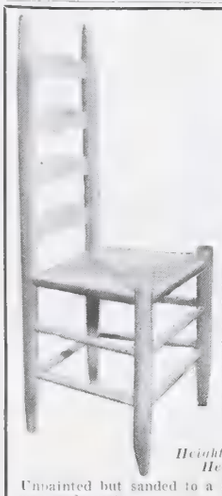


CHAFING DISH COOKERY BOOK

Over 200 menus and recipes, simple and quick—for stirring up "they-won't-forget" treats, along with a dramatic history of the chafing dish, and other interesting tid-bits.....3.00

MAIL ORDERS FILLED
Free delivery within 150 miles
In N.Y.C., add 2% sales tax

Hammacher Schlemmer
145 East 57 St., New York 22, EL 5-4700
Write for Spring Catalog 1-H



EARLY AMERICAN LADDER-BACK CHAIR

$6.75

Don't let the price fool you! Here is a chair of authentic design with hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood.

Unconditionally Guaranteed!

Height 42" Seat 18" x 14"
Height of Seat 18"

Unpainted but sanded to a smoothness ready to wax or decorate $6.75
With natural finish $7.75
With Mahogany finish $8.50

COMPARE FOR QUAINTNESS AND CHARM!
COMPARE FOR UNRIVALLED VALUE!
Write for illustrated catalog of other Early American reproductions.

Minimum Order: 2 Chairs
Express Charges Collect *Sorry, no COD's*

Jeff Elliot Craftsmen
Dept. B-3
Rt. 3, Elizabeth City, North Carolina





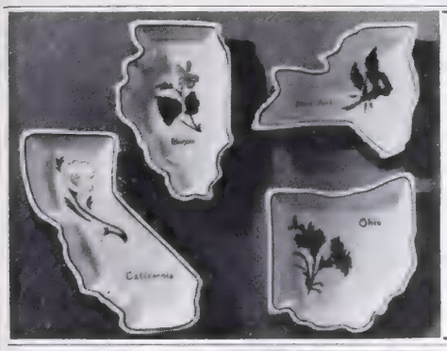
Cowboy
BOOT SHINE STAND

Your young cowboys who ride the range 'tween school and home can keep their boots (and oxfords, too) rodeo bright with this special Cowboy's Boot shine Stand. It's made of metal, with sturdy cast iron boot rest, and mighty generous storage for pastes and brushes, to make shinin' handy and plenty of fun. Stands 9" high, finished in western Saddle Brown with Gold. Sent by the first stage, postpaid, for only $2.95

Order by mail from



Foster House
15-BD Cole Court, Princeville, Ill.



MAP ASHTRAYS

4" pottery ashtrays designed in the shapes of the 48 States, District of Columbia and Hawaii. Handpainted under glaze. State flower in full color. Lettered with State's name and, if desired, any town at no extra charge. Available with pastel green or gray in tray's base.

$1.00 each, postpaid

Set of any four, $3.75 postpaid. Any person's name included, 25¢ extra per tray. Shipped within five days after order received. *(No C.O.D.'s, please.)*

ANNIE LAURA CERAMICS
Box [illegible] Downey 33, Calif.

RE-PAD OUTDOOR FURNITURE

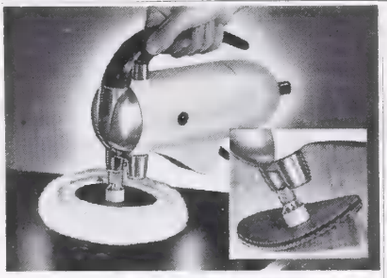


Rejuvenate your old chaise longue pads with PAD-A-PADS, the tufted, cotton-filled duck covers that slip right over standard 24 x 74 pads for chaise, swing, glider or cot . . . Elastic bands and ties give tailored effect . . . PAD-A-PADS are filled with six pounds of cotton . . . Vat-dyed, water repellent, and mildew proof . . . Blue, green, yellow, rust or red ..... $9.95 Postpaid

Custom-made, larger-sized PAD-A-PADS for covering pads up to 30 x 74 available at ..... $10.95 Postpaid

No C.O.D.'s please . . . write for catalogue showing patio and beach pads, director's chair covers, pillows, etc.

SUN-FUN SHOPS OF CALIFORNIA
P.O. BOX 4977, FLORENCE STATION
LOS ANGELES 1, CALIFORNIA



USE ELECTRIC MIXER TO WAX, POLISH, SAND

with new slip-on TOOLZON

Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **$3.00**
Extra wool buffer $1.00
Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.
BOX 265H • WALNUT CREEK, CALIFORNIA



DRESDEN BISQUE

Angel Quartet in Baroque style with delicate flower applique, suitable for brackets or table decoration, 5" high, all white, set $19.50
Gold trimmed, set $25.00

Alfred Orlik Inc.
745 FIFTH AVE., AT 58th ST., NEW YORK 22



Window



DEMITASSE SPOONS of sterling silver have glowing golden bowls and each has a different delicately wrought flower for its handle. Designed to complement any silver pattern whether classically simple or richly ornamented, they'd make a grand gift for an April bride. The Harlequin Set of eight spoons by Reed and Barton, gift-boxed, is $18.50 incl. tax and post. Nelmor, 897 Bergen Ave., Jersey City 6, N. J.



A BAG OF TRICKS. There are two sides to this fashion story! When you carry this slick envelope, it folds to a 9" x 5½" size. But when you're stowing your cosmetics, wallet, etc., this copy of a French original does a double take. In navy, black, or brown faille, velvet, or satin, it's a remarkable buy at $5.95 postpaid. Add 20¢ tax. Dennis Gifts, Box 511, Mount Vernon 5, N. Y.



SITTING PRETTY. For that upstairs sitting room you retreat to when Junior's gang takes over the living room, here's a chair that's as comfortable as it is decorative. It has a floral upholstered front, solid back, moss edging, mahogany- or blond-finished legs. Gray, lime, green, wine, or black. 35" high $52.50; $99.50 pr.; muslin, $49.50; $94 pr. exp. coll. No c.o.d.'s. The Chair Shop, Box 220, Hickory, N. C.

Just arrived from

ITALY!

Authentic "TYROLEAN TOWER" Hand-Painted High-Glaze Pottery



5-PC. SMOKER'S SET

5 individual hand-decorated ash trays, which nest in floral-decorated basket-weave tower. Destined to be a collector's item. Ideal hostess gift, bridge prize; order several. **$3.95** ppd.

Professional floral arrangements are easy-as-pie with new "Floralier" interlocking frog and grid bowl combination.

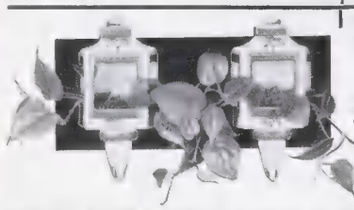
HOLDS FLOWERS UP TO 3-FT. TALL!

No danger of tipping. Upper "frog" locks securely over lower grid bowl, which holds ample supply of water. Frog holes in graduated size to accommodate all kinds of flowers. Bronze-color Plaskon, 6½" dia.

$1.50 ppd.

You'll want several for gifts, too!





Add the "Decorator Touch" with Authentically styled

COACH LAMP PLANTERS

Hand-painted in gold and forest green.

$3.95 PAIR Postpaid

Individual Planter, $2.25

Complete satisfaction guaranteed, or money refunded in full. Write for other distinctive gift suggestions.

Hang them in pairs throughout your home, to hold your philodendron, ivy, etc. Highly glazed California ceramic, replica of colonial coach lamps. Easily hung on nail or picture hanger.

Elizabeth Douglas Studios
P. O. BOX 906
BEVERLY HILLS CALIFORNIA



FOLDED

Rolling **TRAYTABLE***

It Folds! It's Featherweight!

This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 13½" by 31", height 37". **$12.95**

In luxurious dull gold finish **$18.95**

Trademark *Postpaid in U. S. A.*

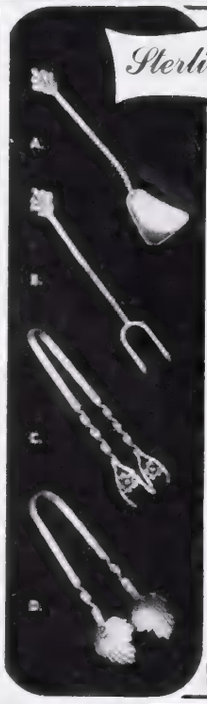
Send for FREE "Tippler" Catalog 27

BAR MART

62 W. 45th St., N. Y. 19, N. Y. MU, 7-1190

America's Most Unusual Store
Bobbie Ganger, Executive Director

Sterling Silver



at $1.50

Here's truly an amazing value in hand-wrought Solid Sterling . . . Perfect for every Gift Occasion . . . Adds a charmingly distinctive touch to the home.

A. Marmalade Ladle
B. Lemon Fork
C. Olive and Pickle Tongs
D. Bon-bon and Sugar Tongs

$1.50 Each Postpaid (Includes Fed. Tax)
Combination of any 4 pieces $5.00

Sorry, No C.O.D.'s

SALLY GRAYE
50 E. 11th St., Dept. 17
NEW YORK 3, N. Y.



TRAVEL-RITE *Telescoping* RACK

AUTO TRIPS? . . . the new auto garment rack will make travel a joy. Saves packing and luggage space . . . Keeps clothes neat to the end of the journey. Pays for itself by eliminating pressing bills. Attaches instantly and easily to door windows of any car or station wagon. Fits standard fixtures. Adjustable rubber disks hold garments in place and assure clear rear-view vision. Patented telescoping features permit opening of doors without disturbing clothes. Sturdily constructed of aluminum, weighs less than 14 oz. Only $3.75 post paid. No C.O.D.'s. Money back guaranteed. Dept. 207.

TRAVEL-RITE CO.
6103 VESPER AVE., VAN NUYS, CALIFORNIA

---

won't break, dent, sweat, or corrode!



large RUBBER ICE BUCKET



keeps cubes 24 hours

This marvelous lightweight ice bucket is made of closed cellular rubber that will not impart any taste to ice. Holds 40-50 cubes, keeps them frozen a day or more. Impervious to moisture. Color—dark green. **$7.50**
add 25¢ postage

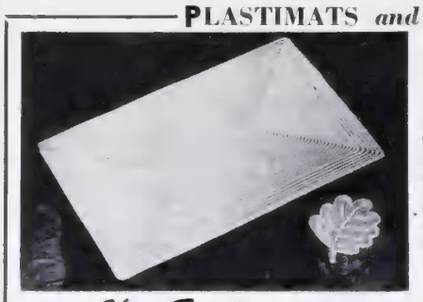
UNUSUAL *Gift* CATALOG ON REQUEST DEPT. E



THE VILLAGE STORE of LAKE PLACID, N.Y.

PLASTIMATS *and* **COASTERS**

. . . for Style and Color in Informal Service



"Brightening Up" place settings . . . practical as table protectors. Soft, flexible vinyl plastic for lasting wear, resembling rich corded fabric. Non-absorbent—guaranteed to lie flat, not wrinkle, crack or peel—specially treated for high temperatures. Clean with warm water. Ivory, hunters green, tulip yellow and a rich red.

PLASTIMATS 17¾" x 11¾" **$3.50** set of 4 postpaid.

In sets of 6 or more **85c** ea. ppd.

PLASTICOASTERS—**$1.50** set of 8 ppd.

Send for booklet of other original gifts

Chet Studios **MIDDLEBURY 6, CONN.**



A NEW FREEDOM... NO MORE CLEANING TOILET BOWLS...

SERF-o-LET'S STERILIZING ACTION REMOVES ALL STAINS, SLIME AND ODORS

Serf-O-Let cleans toilet bowls automatically. Each flushing activates the Serf-O-Let. No plumbing required to install it. Harmless to metal, bowls, and humans. Yes, it's safe to use with Septic Tanks. One bag of chemicals lasts six months. Refills 75c each. Complete Serf-O-Let includes one bag of chemicals $3.75 post paid.

(Add 20 cents West of the Rockies.)

Satisfaction or money refunded. Check or Money Order. No COD's please.

KINNARD, INC., 8 QUARRY RD., LITTLE FALLS, N. J.



Shopping





A LITTLE MISS will be peasantly surprised if you give her this darling Bibanskirt. Fine broadcloth blocked with a peasant garden design, in green with cream blocking, red with white, both with black bibs; solid aqua, coral, navy, with white blocking; navy, pink with blue blocking. 2-6, $10.75; 8-12, $12.75. White or blue blouses, all sizes, $3.50. Add 25¢ post. Uniques, Box 282, Plymouth, Mass.



TOTE A BASKET to your husband's vegetable garden and fill it with the makings of a summer salad. Or use it for shopping trips, to stow a sandwich lunch for picnics at the beach. And when you're having a barbecue, it's wonderful for serving quantities of hot rolls. Made of natural brown willow, imported from Poland, it measures 9" x 13". $3.50 ppd. John M. Caito, 668 Castle St., Geneva, N. Y.



BRIDAL SWEETS. A first dinner party will be more memorable because of such small elegances as these little ash trays and miniature match box. Made of sterling silver, they come engraved with her new initial. Ashtrays, 2½", match box holder, 1¾". The three-piece set is just $5.95 including tax, postage, and engraving. You may order from Giftorium, 173 Canal Street, New York 13, N. Y.

SAFETY GUARANTEED . . . on the ROAD . . . in the HOME



SAF-GARD SIT-N-STAND CAR SEAT

SITTING—well padded leatherette seat for baby's comfort, strong guard rail for safety, gate action on ← guard for easy access, easy to adjust for all cars.

STANDING — This ← solves mother's big problem when baby chooses to stand on seat, just unhook leatherette seat and it folds down against back of car seat enabling baby to stand on seat, but protected by guard rail from falling or sudden stops of car.

$5.95 plus 50c shipping charges

SAF-GARD Electric Outlet PROTECTORS

. . . protect your child from electric shock and serious injury in the home. →

20 SAF-GARDS, ivory or brown plastic, attractively packed.



J. Harris's NEVILLE

ONLY $1.00 postpaid
No C.O.D.'s please

Send for new brochure.

302 HIGH STREET BURLINGTON, N. J.

Casserole In Silverplated Holder



Oven proof, a sturdy, practical two-piece glass baking dish. On your table, a distinguished serving piece with its gadroon-trimmed, silverplated holder.

$15.00, *Including Federal Tax*

Mail Orders Promptly Filled

Parcel Post Not Included

Alice H. Marks

9 West 57th Street, New York 19, N. Y.



IMPORTED SILK FANS

There's a great vogue for attractive fans such as this—to carry on special occasions and to display, with art objects, in a wall shelf. This one is especially lovely. Brilliant hand-painted roses against a sharp contrast of black, outlined in gilt. Touched with tinsel sparkle. The fan opens to a full 15 inches—is 8½ inches high. Sent postpaid for just **$1.**

J. J. ANTHONY

Box 402 Milwaukee, Wis.

REPLATE YOUR OWN SILVER

—in five minutes with SILVAPLATE, the remarkable silverplating liquid. JUST RUB ON WITH A CLOTH to re-silver worn Sheffield and similar silver-on-copper ware or to silverplate articles of copper, brass, or bronze.

NEW COMBINATION PKG.

1 bottle (1¾ oz.) SILVAPLATE (plates over 1,000 sq. in.)
1 bottle (8 oz.) SILVA-GLOSS (miracle no-rinse polish)
12 SILVA-CLOTHS (handy application cloths)

ALL FOR ONLY $2.95

Postpaid. Check or M.O. C.O.D.'s Accepted. Add 25c W. of Miss.

LITTLE GREY FIXIT SHOP

"We Mend All But Broken Hearts"

Art Objects, Silver, China, Glass, Jewelry, etc.
Dept. HB-4 1300 Madison Ave., N. Y. 28, N. Y.



DESTROY UNWANTED HAIR FOREVER

TEMPORARY RELIEF IS NOT ENOUGH



Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER*. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

SEND 6¢ COINS OR STAMPS FOR BOOKLET

"NEW BEAUTY FOR YOU"

MAHLER'S, Inc., Dept. 8-D, Providence 15, R. I.



LOOK! *Amazing New Discovery!*

It's More Brilliant Than a Diamond!

Write today for the FREE illustrated booklet that tells the full story of the latest miracle of science — the story of a glorious jewel discovered in the laboratories of one of the world's largest corporations. Read all about the Kenya Gem that so closely resembles a diamond that only an expert can tell the difference.

More Fire! More Brilliance! But Costs Far Less!

This marvelous gem has more brilliance, more fire, and a more dazzling display of color than the finest diamond, and yet it costs only 1/30th as much as a diamond of equal size. ***You can buy on Easy Payments if you wish.***

You can now own an unmounted Kenya gem for only $27 (1 carat) to $120 (4 carats); also men's distinctive rings and ladies' fashionable rings and earrings of 14K white or yellow gold set with expertly cut Kenya gems.



The Cinderella of Science

Kenya Gems are the sensational discovery you read about in the Reader's Digest and The Sat. Eve. Post, "the only thing on earth more brilliant than a diamond." It is a true gem, crystallized by science instead of nature.

Copyright 1950 Kenya Gem Corp.

Write Today or Send Coupon for FREE Illustrated Booklet

KENYA GEM CORPORATION
DEPT. 244 PHILADELPHIA 44, PA.

Write or Mail Free Coupon Today

Kenya Gem Corp., Dept. 244
Philadelphia 44, Pa.

Please send me, without obligation, the FREE illustrated booklet telling all about Kenya Gems

Name .....
Address .....
City ..... State .....

MAKE THE LITTLE FOLKS COMFORTABLE!



Few homes have enough comfortable chairs for little folks. Solve that problem in your home by ordering one of these extra sturdy, smartly styled, beautifully finished Chairs or Rockers.

Ideal for watching Television



No. 70
$8.95

No. 31
$4.95



No. 73
$9.95

No. 31 Rocker. 23" high. Seat height 12" width 14". Shipping weight 8 lbs. All hardwood. Beautifully sanded in natural or Bradford Maple finish. $4.95.

No. 70 Traditional Chair. Seat height 12" width 14½". Shipping weight 6 lbs. All hardwood. Hand woven seat of fibre cord. Choice of Black & Gold or Mahogany finish. $8.95.

No. 73 Traditional Rocker. Seat height 11½" width 14½". Shipping weight 7 lbs. All hardwood. Hand woven seat of fibre cord. Choice of Black & Gold or Mahogany finish. $9.95.

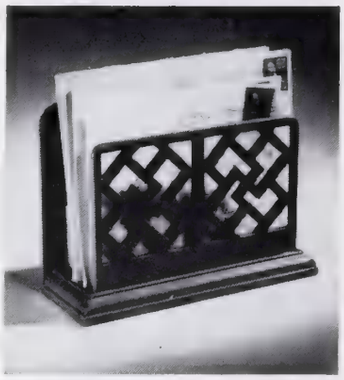
Mail check or m.o. Shipt. in carton prepaid parcel post.

YOUTH CHAIR CO.
5640 W. Outer Drive, Detroit 21, Michigan

Window Shopping



PRIMA BALLERINA. A very little girl, whose wobbly ankles just won't hold her up on tippy toes, or her older sister, a would-be Markova, will look like sprites out of Peter Pan in this ballet costume. It's made of pink taffeta with rosebud trim, has three ruffled net skirts and matching panties. 3-14, $9.50; 16, $10.50. Ppd. Partyland Costume Co., 19 Dorr St., Boston 16, Mass.



HANG THE BILLS, letters, or telephone messages in this satin-lacquered rack that attaches to the wall, sits on the library desk. Or use it for paper napkins in the breakfast room. Kleenex on your dressing table. 6½" long, it comes in Chinese red, bottle green, or ebony finish. $3.95 postpaid. Order from Mary Glennon, Box 98, Station C., Grand Rapids, Mich.



FLOWER SHOWERS. Your lawn will be as green as an emerald isle if you quench its summer thirst with this gay sprinkler. A plastic flower pot has a metal base that screws onto the hose, and when you turn on the water, the grass takes a drink from the rose-shaped sprinkler head. $3 postpaid from Neville's, 800 High St., Burlington, New Jersey.

(Continued on page 55)



CRYSTAL CHANDELIERS

Model Pictured $97.50

5 gracefully curved arms. Beautiful imported crystal prisms and festoons of buttons. 28" long, 20" wide. Other models as low as $35.00. We pay shipping charges. Write for free booklet on chandeliers and sconces.

KING'S ANTIQUE SHOP
Dept. B-9, Leaksville, N. C.







Exquisite GENUINE
Zircon Rings

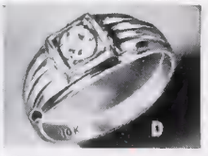
Stay Brilliant Forever!
Incredibly Low-Priced

One lovelier than the other, these superb genuine zircons sparkle with all the fire and brilliance of diamonds.
Precious gifts to be treasured for a lifetime—fabulous values at these amazing prices.

A. Solitaire in classic setting, 1⅛ carat, only **$9.95.**
B. Stunning 2-stone setting, 2 carats, only **$14.95.**
C. Glamorous cluster ring of 7 brilliant gems, only **$19.95.** Choice of 14-K white or yellow gold on A, B or C.
D. Man's ring magnificent 1⅛ carat zircon set in handsome 10-K yellow gold **$12.50**

Prices **Include** Tax and Postage
10-Day Money-Back Guarantee
Indicate Ring Size
No C.O.D.'s please
Write for FREE CATALOGUE

Hydes
Established 1910



DEPT. B-4, 135-37 NORTHERN BOULEVARD
FLUSHING, NEW YORK

Reproductions By Mail



Imaginative
Comfortable!—

Are you looking for smart, versatile styling—on a budget? Then, choose this "Capri" chair. It's perfect by the fireside and in your living room or equally at home in the bedroom. Puffy button tufted seat and back, full coil spring seat. Accentuating box pleated skirting. Can be had in a modern textured fabric, either red, grey, or chartreuse for only $28.50 or $55.50 a pair. In muslin or you may furnish the material—$21.50 each. (Send 4 yds. of 36" or 2½ yds. of 50".) Height 33". Width 22". Depth 18½". Check or money order. No C.O.D.'s. Express charges collect. Satisfaction guaranteed. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N. C.



Enrich your paintings with PROPER LIGHTING

Now, you won't need unsightly metal attachments to light your paintings. This handsome bowl-shaped reflector throws light *upwards, without glare.* A distinctive accessory, 12½" x 7¼", reflector is custom-made of textured, glazed ceramic in wonderful accent shades: celadon green, coral, yellow, chartreuse, grey, black, signed by the artist.
Reg. U. S. Pat. Off.

$29.50 exclusively ours
(Sent express collect outside NYC)
Mail Orders Filled—No C.O.D.'s, please
Send for **FREE FOLDER** on our Unique LAMP-SHELF

WOR-DE-KLEE, INC. Designers of Interiors
DEPT. C-5, 33 EAST 49TH ST., N. Y. 17



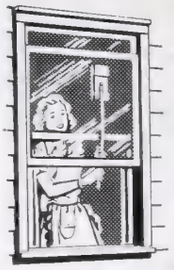
Regular $49.50 value,
$39.50
(Delivered in U.S.A.)

Solid Mahogany Pembroke Table

Handsomely styled of solid Honduras Mahogany Hepplewhite design, and finished in a lovely brown Mahogany patina. Sturdily constructed—glued, screwed and doweled throughout. Handy drawer has center-glide feature and antique brass hardware. Height 25". Open size, 24"x36"; closed, 24"x15". For your own home or as a wedding gift. Extra value at **$39.50** prepaid. Check or money order. No C.O.D. orders.

Morrison's Inc.
535 MERRIMON AVE.
ASHEVILLE, N.C.

Window Cleaning MADE EASY!



with the NEW
IN-B-TWEEN
Window Cleaner

Saves Work—
Prevents Accidents

Eliminates danger of standing or sitting on sill. Stand inside, clean outside, goes up between windows. Perfect for use on storm sash, windows, venetian blinds. Complete with six Terry Gloves for wet or dry dusting.

No C.O.D.
Orders sent postpaid for $2.95
with six Terry Gloves

M.J.F. GADGETS
P.O. Box 6 Dept. S-50 Station H
New York 25, N. Y.


Pattern interest begins at floor-level
... and the search for distinction leads
inevitably to the rich beauty of
Karastan®
America's finest power-loomed rug
PRODUCT OF FIELDCREST MILLS • KARASTAN • 295 FIFTH AVENUE • NEW YORK, N.Y.



*Illustrated: Model 1273, 40" x 56"—with imperishable cast metal frame brilliantly finished in rose bronze.

All the good things - the new things - you'll find in Nurre "living picture" mirrors

For every setting Nurre Mirrors are "pretty as a picture"—and twice as effective!

You'll be amazed how much more interesting your rooms can be made . . . how much greater the overall effect of beauty and harmony . . . by the use of well-chosen, contrasting accessories. That's why a Nurre "Living Picture" Mirror is so essential to every room.

In the complete line of framed and Venetian Nurre patterns—each the *original* creation of Nurre's own decorator-designers—you'll find the sweep and free flow of line that goes so beautifully with severely modern furniture . . . or the simplicity of shape and decoration that "shows off" traditional and period furnishings so handsomely.

For all the *good* things and *new* things in fine mirrors, ask at better furniture or department stores for Nurre. In Nurre Mirrors, good taste need not be expensive because the price range is wide—and the quality superb at all prices.

***Original* designs for every decor**

MODERN: Smart patterns for modern or contemporary settings.



TRADITIONAL: Charming styles for rooms in the traditional manner.



PERIOD: Distinguished designs to complement every period room.



THE NURRE COMPANIES, INC.
BLOOMINGTON, INDIANA

NURRE

This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest quality, styling and craftsmanship. Look for it when you buy.

...THERE IS NO FINER CHINA

Lenox



"COMMAND PERFORMANCE" IN FINE CHINA FOR THE FAMOUS SÈVRES MUSEUM

... created by Lenox for this foremost ceramic museum in Sèvres, France, and the only American china honored by display. As in many museums, Lenox is exhibited as a superb example of china at its finest.

THE SAME FINE CHINA IN LOVELY *Wheat* BY LENOX



Rich, magnificent Wheat, on the dramatic *Coupe Shape*, was created by the same Lenox craftsmen who made the Sèvres Museum coffee set, and is made of the same glowing, translucent china. For there is only one quality of china made by Lenox... the finest. Its rare beauty is matched only by amazing durability, and the precious 24-k. gold design will stay as lovely through generations of constant use.

Wheat, 5-piece place setting (dinner, salad, and butter plates, teacup and saucer)... $19.25





COUNTRY GARDEN
5-piece place setting, $19.25



BELVIDERE
5-piece place setting, $17.25

For the name of your nearest authorized Lenox Dealer, write Lenox, Inc., Dept. 112, Trenton, N. J. Enclose 25¢ if you wish "The Reference Book of Fine China" with full-color pattern and price leaflets.

LENOX CHINA

AMERICA'S WORLD-FAMOUS FINE CHINA



...her first

Grown-up Treasure

. . . that shining gift of Wallace Sterling. Precious, because it's a Wallace gift, the finest silver she could own. Memory-making, because it's a gift for a new young lady, the first step towards her wonderful future, her very own home.



Famed designer, William S. Warren, created these exquisite patterns in full-formed sculpture. Each design is lovely from every view—not only in front, but in profile and back as well. Only Wallace Sterling Silver has "Third Dimension Beauty." Six piece place settings from $32.50 to $43.50 including tax.

WALLACE SILVERSMITHS, WALLINGFORD, CONNECTICUT . . . *Since 1835* . . . WALLACE SILVERSMITHS, TORONTO, CANADA Copyright 1951

Window Shopping

CONTINUED FROM PAGE 50



BIG SHOT from deep in the art of Texas or a youngster ho does his riding in Central ark would wear these simulated arl handled six-shooter cuff ks with enormous pride. We've rmarked them for our tender- ot nephew who's just mastered e fine art of posting. Rhodium- ated, they have revolving cham- rs, $9.95 incl. tax & post. Market mbers, Box 3282, Station F, lanta, Ga.



WEATERS FOR GLASSES. ese astonishing hug-me-tights at make drinks dripless are gay surance policies for your pol- ed table tops. They fit any size ass—even a Coke bottle—and ere's not a drip in a bar load. ade of highly absorbent teri- it, a set of 8 comes in assorted lors, so they're drink identifiers. . $1.25 ppd. The Killinger mpany, Fort Payne, Alabama.



CE AND LOW-DOWN. A d-pegged "Cricket," a faithful y of the beloved Colonial stool. a cheerful hearth perch for all backsides, a grand TV seat. d it's a wonderful chance for to sample the superb crafts- nship found in all Cushman onial Creations. 13" x 9" x 8". 95 including booklet, ppd. Add W. of Miss. H. T. Cushman g. Co., Box 446, North Ben- gton, Vermont.

A Tonic for Marred Furniture



REVIVA by Jackson of London

NO NEED to worry if you have rings from alcohol, heat or water on your table—nail polish, perfume or liniment on your dresser—ink or paint on your desk—mars on hardwood floors. Just apply REVIVA and most stubborn surface spots vanish like magic. Revives original color and grain of wood. For all dark or light, varnished, shellacked, lacquered and waxed surfaces.

Quart $2.50 • Pint $1.50 • Half Pint $1.00

REVIVA *A Triple Action Tonic For Marred Furniture*

REMOVES stubborn surface spots
CLEANS dirt and grime
POLISHES to a fine greaseless lustre and covers minor scratches

Use "Patina" Jackson of London English Type Wax (Paste)



A decorator's polish to restore and retain the patine of precious pieces. For all wood and leather. Special BLOND for light woods. $1.25 jar; $1.75 double size.

Plus postage. Sorry, no C.O.D.

JACKSON OF LONDON PRODUCTS Mrs. Mark Jackson's Studio B 68 West 58th St. New York City 19



Canada's
leading jewellers

BIRKS extends a friendly welcome to all visitors to inspect our fine collection of English Bone China Dinnerware patterns . . . Birks own Sterling Silver Flatware in more than 20 patterns . . . You will find an unusual variety of quality gifts to reward your visit —at advantageous prices.

Stores in Principal Canadian Cities BIRKS



COLONIAL
Lazy Suzan Table
and Captain's Chair

Perfectly appropriate, perfectly charming, perfectly beautiful. Hand crafted with unhurried skill from select kiln-dried *solid* wild cherry or *solid* black walnut. Choice of highly resistant carefully hand rubbed finishes. Table diameters 48" or 60", regular or extendable, choice of leg styles, prices starting approximately $125. Captain's chair approximately $45. Open stock. Guaranteed. Send 15c for photographs, wood finish samples, price list and further information on gateleg tables, chairs, hutch cupboards, serving chests, coffee and end tables and many other authentically designed heirloom quality Early American reproductions. Visitors welcome.

WINEMILLER'S
Colonial Reproductions
COLDWATER, MICHIGAN

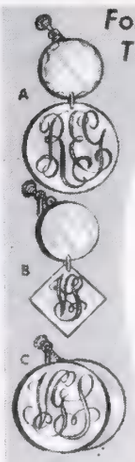
tamps For Collectors



llection of 115 different stamps from continents. Includes Airmails, Com- oratives, Dead Countries and stamps 60 years old. Value over $2.00. In- uctory price only 10¢. Fascinating stamp literature and other stamps Approval" also included.

OBUS STAMP COMPANY
268-4th Avenue
York 10, N. Y. Dept. 364
urpassed Service Since 1929 uarantees Your Satisfaction.

For that **"EXCLUSIVE"** *Touch . . .*



STERLING SILVER
Hand Wrought
EARRINGS
• *Personalized*

Unmatched for richness of design and individual loveliness. In cool, classic sterling silver with choice of 3 hand-engraved initials (only 2 initials on diamond shaped earrings). Screw back. Also, a lovely "Mother's Day" Gift. Send check or m.o., we pay postage.

Only $5.95 Tax Inc.

C.O.D. you pay postage. Include style and choice of initials.

arvi P.O. Box 4H Sunnyside Sta., L. I. C. 4, N. Y.

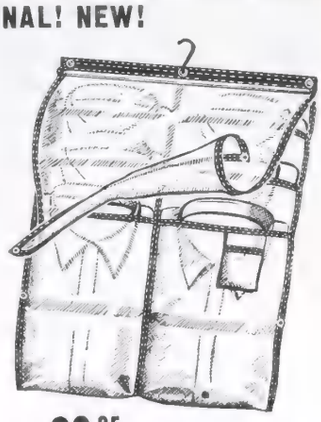
SAVES DRAWER SPACE! SENSATIONAL! NEW!

SHIRT SELECTOR*

PERFECT FOR TRAVEL!

Perfect for anyone who desires a week's shirts neatly hung in car, on any door, in closet—wherever you wish! Don't use up valuable drawer space! Don't mess up fresh shirts, squeezing them into suitcases! Don't waste time looking for the right shirt! Let SHIRT SELECTOR free dresser-drawers, give you instant choice of any shirt you wish (visible at a glance thru transparent plastic) keep shirts fresh as they come from the laundry.

Has 3x5 pocket for cuff-links, collar stays, tie clasps. Satisfaction guaranteed. ORDER BY MAIL! Send cash, check or M.O. (No C.O.D.'s).

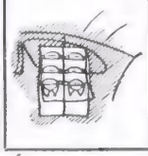


$2.95 each, ppd. (3 for $7)

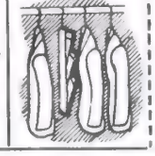
Patent Pending
*Trade Mark



In Car



In Closet



SELECTOR CO., Dept. B-5.
1947 Broadway, New York, N. Y.
Send ..... SHIRT SELECTORS for which I enclose $ .....
NAME (print) .....
ADDRESS .....
CITY, STATE .....

Shag Cloth

New Low-Cost Designer Fabric

WOVEN IN TEXAS for You!



A stunning room featuring Itasca's **SHAG CLOTH** in draperies and rug. So easy to make—so low in cost!

Dreamed-about designer fabric — at undreamed-of economy prices — because it comes straight from the loom to you! SHAG is only one of many lovely Itasca "Treasure Weaves" of superb quality . . exquisitely woven . . in soft decorator colors of melting beauty. Lovely materials adaptable for draperies, slipcovers, upholstering, bedspreads, shag rugs and traverse curtains. So easy to sew and work with. Decorate your entire home with smartness and charm — at a fraction of the usual cost!

Remarkable Itasca fabrics wear for years — retain their beauty. Launder perfectly, need no ironing. All colored fabrics are colorfast to light and washing.

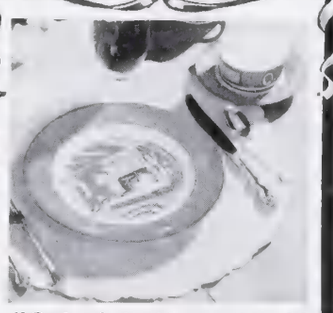


See for Yourself . .

the many beautiful designs — the wonderful textures of Itasca fabrics. Two you'll especially love are unusual SHAG CLOTH . . delightful FRAGILE CLOTH — fabulous for your summer decorating schemes! Send 25c for 25 samples *plus* "Interiors Beautiful" — handsomely illustrated book in full color, with explicit directions for making drapes, bedspreads, upholstering — worlds of other information and unusual decorating ideas. Send 25c today.

ITASCA WEAVERS GUILD

Dept. HB-11 • Itasca, Texas



"Colonial Homestead"

20-pc. service for 4

$6.45 postpaid

Soft green dinnerware, each size with a different Colonial subject. 4 each: dinner plates, sauce dishes, bread-butters, cups, saucers.

HALL GALLERIES

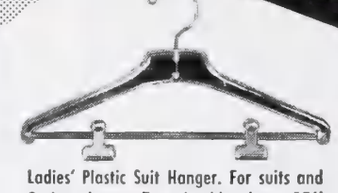
ALBERT STEIGER · COMPANY

SPRINGFIELD · MASSACHUSETTS

Springtime is Closet Time



Extra wide 20" clear lacquered Swedish modern finish. Selected imported wood. Extra length trouser rod. 3 for $5— 6 for $9



Ladies' Plastic Suit Hanger. For suits and 2 piece dresses. True shoulder shape. 17" wide. Special nickel plated hook and clips. Crystal clear plastic. 6 for $3.

No C.O.D.'s or Stamps please all postpaid write Dept. E

NATIONAL HANGER CO., INC

15 WEST 18th STREET, NEW YORK 11, N. Y



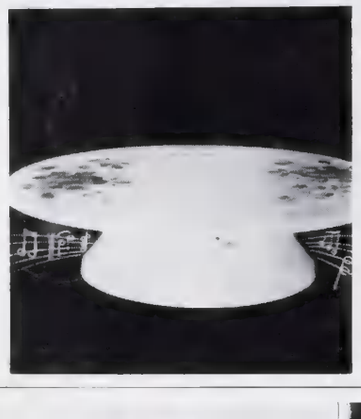
Window



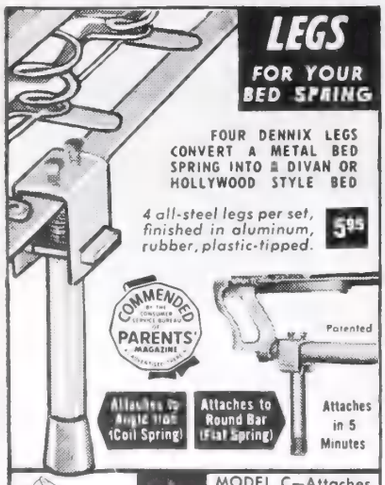
CHEERYBUM NOTES E
Eaton are gaily illustrated with small Mexican boy who has m up with a belligerent cock. Eac folded note is plain inside fo your personal message—but one you see them, we bet you'll wan to give a cocktail party. Box 10 notes in 3 assorted design and 10 envelopes. 59¢ plus 10 post. Dennison's, 411 Fifth Ave New York.



YOUR YOUNG MARCON will pick up stations up to miles distant with this little tub less radio. It plays clearly whe assembled according to the ea instructions, brings in short wa and police calls without use batteries or electricity. Develope by an electronic engineer, wi stethoscope-like ear pieces, radi receiver, aerial, and wires in red plastic case, $4.98 ppd. J Smith Sales Co., Joplin, Mo.



CAKE WALK. A musical pla revolves the lighted cake as serenades the birthday child wi "Happy Birthday." Made of wh plastic with a Dresden rose desig it has an automatic on-and-k key, winds as you give the plate twist. The Swiss music conceal in the base is also available w "Anniversary Song." 10" wi just $5.50 postpaid. Ellison Box 284. Orange, New Jers



LEGS FOR YOUR BED SPRING

FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

COMMENDED PARENTS' MAGAZINE

Patented

Attaches to Angle Iron (Coil Spring)

Attaches to Round Bar (Flat Spring)

Attaches in 5 Minutes



Box Spring

MODEL C—Attaches to Box Spring . . . hardwood finished mahogany, walnut, maple or blonde . . . with steel non-rip plate to protect ticking. Set of 6 ..... **5.95**

Send check or money order. Money refunded in 10 days if not fully satisfied. We pay postage.

JORE and Co., Dept. FJ
78 Fifth Ave., N. Y. 11, N. Y.



CHILD'S PERSONALIZED 3-PIECE TABLE SET

Distinctive, practical gift for the child you love! Youngster's first name permanently glazed into all 3 pieces. Oyster white ceramic set, hand decorated in blue with rust and green. 9" plate, 5" bowl, 11-oz. mug. Boxed. When ordering, print child's name. State if girl or boy design wanted. Send check or money order. (Sorry, no C.O.D.'s.) Per set, postpaid, $5.

DAVID F. WELLER
Dept. HA
P.O. Box 124, Louisville 7, Ky.



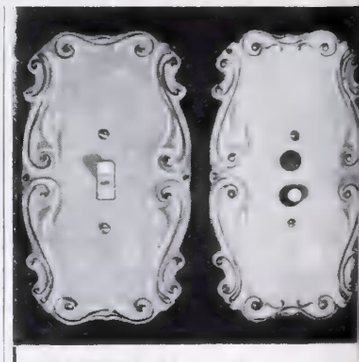
Amazing results guaranteed!

RE-PLATE worn Silver in just FIVE MINUTES!

New plating solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE," the new silver-plating liquid, contains pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating; gives worn silverware that **"brand-new"** look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle, **$4.** Economy 8 oz. size, **$7.**

MARKET-COMBERS
Box 3282, Atlanta, Georgia (Station F-4)



BEAUTIFY Your Home . .

WITH A NEW DECORATIVE

LIGHT SWITCH PLAQUE

A unique ornament of unusual design that lends charm to your room. Handmade ceramic plaque decorated 4¾" by 7¾" protects your walls from finger marks. Easy to put on.

Single Switch **$1.50** Double **$1.75** Triple **$2.**

Specify toggle (left) or push-button (right)

Postpaid—Check or M.O. No C.O.D.

EMCEE CERAMIC NOVELTIES
P. O. Box 2053
VENTNOR CITY, N. J.

Shopping



E TO GROW ON. The
y's birthday candle is de-
ned to be lighted on every
hday for 21 years. Decorated
ink for girls, blue for boys, it
es with the child's name and
h date. 17" high. $3. The
sonalized Anniversary Candle
es with the proper symbols:
er for 1st, cotton for 2nd, etc.
95 ppd. Add 20¢ W. of Miss.
n's Novelties Inc., 139 Payson
., New York 34, N. Y.



TO CHESS. You'll be the
en of the chess board when
challenge that self-acclaimed
ard, your husband, to his own
ne. With this system, you pro-
ss at your own speed from the
ons and diagrams included
the set. Why, we checkmated
opponent's king after two in-
ction sessions! Board, instruc-
s and plastic chessman, $6.95
. May Birn, Dept. B, Box 26,
Vernon, N. Y.



IR-VAC goes to your head
massage your scalp and ac-
ly vacuum your hair. Hand-
d, it has vibrating rubber fin-
that loosen city dust and
druff and draw them into a
osable filter. Its "dry cleans-
action is wonderful for chil-
n with sniffles. Hair-Vac with
filters is $14.95, extra filters,
for $1. Additional massage
s, $1 ppd. D. Corrado, Inc.,
N. Clark, Chicago 2, Ill



Gentlemen's VALET STAND

LUXURIOUS MAHOGANY 49" TALL 18" WIDE

A handsome, smartly designed quality-crafted furniture piece for a man's or boy's room . . . for convenient, over-night-hanging of coat, vest, trousers, undergarments, necktie with rack for shoes and Built-In Cup on Cross-Shelf for keys, change, wallet, etc.

- **Everything neatly ready for time-saving, temper-saving morning rush dressing**
- **No more "clothes here and there"**
- **No more arguments**
- **A life-saver for housewives**
- **An ideal gift for all occasions**

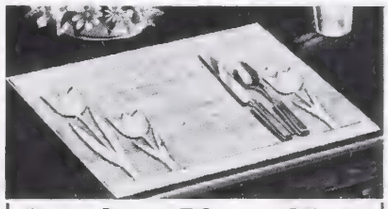
Specially Priced $12.95 POST PAID



SEND NO MONEY —Order now! Pay postman only $12.95 plus postal charges C. O. D. Or send $12.95 with order (check or money order) for postpaid delivery. You save postage and C. O. D. fee. If not delighted, return in 5 days for refund either way you order.

KLOK CRAFTSMAN GUILD 154 Louis St., N.W. Dept. HB-4, Grand Rapids 2, Mich.

Royalty in Fine Furniture — KLOK CRAFTSMAN GUILD



Carabao Place Mats *from the* Philippines

$1 each 8 for $7.50 12 for $10

Full 12" by 18" beautiful, double thick, handwoven Sinamay — a fine Philippine hemp fibre that has a delicate shimmering, linen-like texture. Easy to clean with damp cloth. Beautiful color fast background colors; tulip design appliqued in natural. A compliment to your finest silver; gayest china and pottery. Your choice of these background colors: Dark green, brown, chartreuse, gold, coral, rust. Send check or money order . . . will be mailed to you postage paid. Guaranteed satisfaction or money back.

Special Products Company
Dept. HBA,
950 Columbus Ave., San Francisco, Calif.



CRYSTAL COUPETTES

Distinguished service for appetizers: sparkling crystal coupettes—the large outer goblet to be lined with crushed ice, the small inner glass to be filled with chilled seafood, madrilene, or fruit. A gift your hostess will cherish. Set of 4, **$4.50** postpaid, set of 8, **$8.50** postpaid.



SEA FOOD FORKS

Intricately designed forks, silverplated on brass by Italian craftsmen. Use them for shrimp, crabmeat, lobster, oysters, etc. **8 for $4.50** postpaid.

No C.O.D.'s, please. Write for Catalogue H-41

THE SALT AND PEPPER SHOP
445 EAST 86th STREET NEW YORK 28, N. Y.

PROTECT CHILDREN up Pets Clean with FLEA-NO MAT



large dogs . . 15"x28"
x 36" ONLY
95 POSTPAID $2.95 post paid

Very Economical!

Flea-no-mat

kills insects — stops dog odor!

e this revolutionary, chemically ated mat on regular bed of pet, or parately — rids cats or dogs of fleas, ks, nits. Pleasant, clean odor counter- s animal smell. Kennel-tested by erinarians. **Order today — money k guarantee!** Check or Money Order

V. F. GARRETT CO.
Manufacturer
P.O. BOX 1143-168, DALLAS, TEXAS

SEND YOUR HEART *to your loved one*

Following sentiment appears on the inside of the card:—

Please keep this little token
As a bond between us two
A day by day reminder
Of my constant love for you



MATCHING HEARTS

You keep one heart, send the Matching Heart, still mounted on a beautiful 5¢ color greeting card, to the one you love. Your first name engraved on his heart . . . his name engraved on your heart

Inscription on hearts has been used through the ages as a message of devotion between lovers who are apart.

Nickel Silver Hearts with ring for chain—engraved with first names $3.50
Red Plastic Hearts— Inscription in Gold no names engraved $1.00

You'll be a little closer, when your loved one holds your Matching Heart Your name on his; his name on yours

Mary Bill

BOPPART'S
1226 MAIN DEPT. L-6 KANSAS CITY, MO.
Send check, cash or M.O. No C.O.D.'s Please — Immediate Delivery Prepaid

Our VERMONT READING LAMP

saves your eyes!

Read, write, sew, study — without eyestrain!

13.50 PPD.



IDEAL for reading — in a chair, in bed, or at a desk; for television lighting or canasta. Sheds a soft, concentrated, maximum light, without glare. Restrained design becomes modern or traditional rooms.

All-steel stem and base; handsome, baked-on enamel finish. Vermont-made, and real Vermont value — much less than you'd expect to pay. Add 50¢ west of Miss.

MAROON or TOLE GREEN

THE VERMONT CROSSROADS STORE.
WATERBURY, VERMONT.

MAGIC · STITCHER

sews like magic



THE GREATEST INVENTION IN HAND SEWING SINCE THE NEEDLE

Now you can do a professional job at home in half the time. Sew a beautiful invisible blindstitch hem *without re-threading your needle*. For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking—other stitches. Uses regular or *elastic thread*. Light as a feather (1 oz.) fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted.

2.95

ALBIN OF CALIFORNIA
111-15 N. La Cienega, Beverly Hills 4, Calif.



Express Yourself...with

WARNER'S WATERHOUSE COLLECTION

... of just-alike wallpapers and fabrics

It's easier than you think to express your own charm, personality, and decorating originality with these beautiful small-patterned wall papers and colorful, exactly-matching fabrics for draperies, slipcovers, bedspreads. More than 60 styles to choose from.



"Easthan Daisy" (illustrated) is available in brown and yellow, rose and grey, two shades of blue, and an all-over yellow. Wall paper $3.30 single roll. Fabric, $3.90 a yard, 36" width

SEND 25¢ *for the "Warner Key to Decorating". Tells how to approach decorating, prepare for wallpapering, and take care of wall paper. Also includes several actual samples of the Waterhouse Collection wallpapers and matching fabrics.*

The WARNER *Company* CHICAGO

Dept. BA-7 420 S. Wabash Ave. • Chicago 5, Ill.

Furniture Wax *by Experts!*



Guaranteed by Good Housekeeping

Formulated especially for famous Drexel! Cleans, protects, restores the finish. For pint bottle, prepaid, send $1.00 in cash to Drexel Furniture Co., 472 Huffman Rd., Drexel, N. C.

by Drexel

Drexel FURNITURE COMPANY

WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM DINING FURNITURE

PREVENT Dog Damage

to Evergreens; Shrubs, Flowers, Vegetables, etc.



Amazing **Liquid Chaperone** keeps dogs, rabbits, etc. away from gardens, garbage pails. Easy to use—just spray on. Works like magic. You don't smell it—dogs can't stand it and keep their distance.

Harmless to you, your pets and your plants. Economical, won't wash off. A little goes a long way. 8-oz. bottle **Liquid Chaperone,** only **$1.** For Bigger Savings: Qt. **$3.**—Gal. **$8.**

Keep Dogs Off Furniture

To keep dogs off chairs, etc., use **Powder Chaperone,** also **$1.**

Chaperone Dog Cleaning Powder

It cleans better than water. Easier on you and your dog. Big shaker package **only $1.**

Same terms and Money-Back Guarantee on all 3 of these products.



SEND NO MONEY

Order **Liquid Chaperone $1** C.O.D. plus postage (or send $1 bill at our risk and we will pay postage).

Sudbury Laboratory, Box 591, S. Sudbury, Mass.

LIQUID Chaperone



Ironstone Soup Tureen and Ladle

• Adapted from a famous oval pattern of the Greek Revival. Perfect as a mantel decoration in either traditional or modern settings or for that al fresco Sunday night supper 4-quart capacity.

on the east coast **15.95** *on the west coast* **16.95**

Slight charge for shipping outside our regular delivery area.

W & J SLOANE

New York • San Francisco • Beverly Hills • Washington • White Plains • Stamford • Manhasset



Window



TAKE A BOW that's as unmistakably romantic as a nosegay of violets. pin it to a black velvet choker and you'll waltz into his heart. Made in Italy of gold plate on sterling-silver filigree. it measures 1½" wide. The rose spray, 2¾" long. comes with matching earrings. Bow knot $4. spray $5, earrings $5. Prices include tax and postage. Charles Curio Art Shoppe. 80-25 Broadway. Elmhurst. New York.



BOWL OF PLENTY. Beautifully crafted of antiqued maple and hand-rubbed to a burnished splendor. this was designed as a knitting bowl. And it's a wonderful one. But you'll want to use it for other things too—for fruit in the colorful profusion of a Currier & Ives print: for a Valhallan supply of packages of cigarettes. Also in mahogany finish. 17" x 22" high. $16.95 ppd. Templeton Craftsmen, Templeton, Mass.



FORMULETTE is a complete pediatrician-approved nursing ki that includes everything a mothe needs to prepare her baby's for mula. An aluminum sterilizer an rack. funnel. measuring spoons tongs. 6- and 4-oz. bottles. brushless bottle cleanser. nipples. caps sealing discs. etc. In a luggage type box for easy toting. $9.9 ppd. $10.95 W. of Rockies. Fro Formulette Company. 682 Jamaica Ave.. Brooklyn 8. N. Y

TAILORED SEERSUCKER

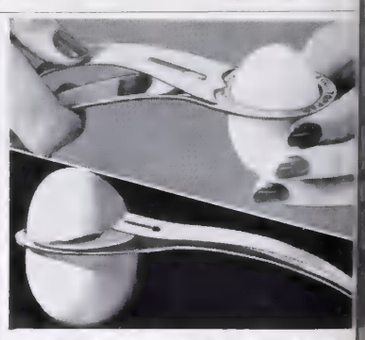


Crisp Colorful

Twin & Full Spreads . . .	**$10.95**
Drapes, 90" long	**7.95**
Vanity Skirts	**5.95**
Pillow Shams	**3.95**
Swaggers (drapes)	**3.95**

Pacific Mills fabrics. Dusty Rose, Buttercup Yellow, Cornflower Blue, Sea Green, Snowball White, Aqua. Seersucker ensembles — piping — 5" ruffles. Just tub, dry, no ironing — they're like new.

Check or M.O.— No COD's please **NORDIC PRODUCTS** 37 West 26th Street, New York City



NEW! AMAZING! AUTOMATIC EGG OPENE

No shell fragments, no broken yo no muss with amazing, new EG TOPPER! Just place EGG-TOPP over egg, raw or cooked—press—Z Shell is cut cleanly, top of shell lif AUTOMATICALLY. Lustrous nic finish, stainless steel blade. Im diate delivery! Ideal gift!

EGG-TOPPER, each . . . . $1.00 Postp
(No COD, please)

JEPCO • BOX 94HB • OAKLAND 4, CA

Shopping



A SPRING PLANTING is the decorative antidote for a winter-weary room. So fill this brass beauty with a flowering pink begonia and hang it in your hallway as a welcome sign for April. Or you might plant a stubby candle in its middle and ring it with cropped narcissus and purple anemonies for an exciting centerpiece. 9" high, it hangs or stands. $2.50 ppd. Salt & Pepper Shop, 445 E. 86th St., New York.



PLAY-BY-COLOR with no previous knowledge of the piano, no monotonous exercises. If he can recognize colors, anyone from 5 to 75 will be playing in minutes. With book of tunes, directions, and color chart to place behind the keyboard. Beginner. Advanced. Hymn and Christmas Carol editions are $2 each, 3 for $5. Ppd. No c.o.d.'s. Wolfe's 986 Sanford Ave., Irvington, N. J.



DOUBLE HEADER. The most satisfactory lamp for twin-bed night hawks is this pin-up gooseneck. And once you've tried it you'll never go back to the lacy-shade era. The 15" lamp adjusts to any position, so you can read while your husband snores. With a four-way control switch, it's $10.95 in aluminum. Black, green, gray, red, or brass finish. $12.45. Exp. coll. Jan's Modern Lamps, 15 W. 8th St., New York 11.





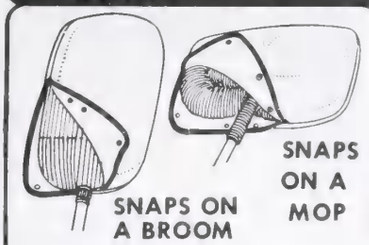
BUILD A CEDAR CLOSET WITH A PAINT BRUSH

CEDAR-LUX is the cedar lining you put on with a brush. Just mix with plain water. Dries three times as hard as plaster. Lasts a lifetime. Now any man or woman can cedarize ordinary closets, boxes, trunks, recreation rooms, dens and rumpus rooms.

Not a substitute for cedar! It's the real thing! Specially prepared compound of genuine red cedar wood. Brushes on or apply with trowel or spray. Re-surfaces walls sealing all cracks and crevices where moths could breed. Cedar-Lux won't rub off on clothing. Neutralizes body odor in clothing. One pound covers 10 to 12 square feet. Light pink in color. Give your closets that clean, sweet, fresh odor of the North woods. Instructions simple to follow. Have fun! Save Money! Enjoy cedar fragrance! Make every closet a cedar closet and be free of moths! ORDER YOURS TODAY!

YOU MUST BE SATISFIED OR YOUR MONEY BACK
5 lb. can $6.95. 10 lb. can $12.95 postpaid.
CEDAR-LUX PRODUCTS CO. Dept. HB-1, 703 Main St. Kansas City, Missouri

NEWEST INVENTION IN EASY CLEANING



CLEANS WITH ONE EASY STROKE

BRUMOP

A really new idea in a washable—soft as lambswool — cover for broom or mop that snaps on and off in a second. Cleans ceilings, baseboards, all those out of the way corners in a jiffy.

ORDER YOURS TODAY!

Quantity limited

Just clip your check or money order to this ad.

BRUMOP *nicely packaged* $1.00 postpaid

BEVERLY TEXTILE MILLS
Dept. HB, Beverly, New Jersey

NEW Tenite Brush Head—Won't Break
Durostyrene Bristles—Won't Mat



De Luxe "Wonder Wand"
CAR and HOME WASHER

Greatest Fountain Brush value ever!

Put car wash money back in your pocket! Simply attach new 1951 "Wonder Wand" to garden hose and flush away grime in 12 minutes in your Sunday best. It pays for itself in a few washings! Amazingly improved — has every wanted feature: colorful Eastman Tenite brush head a hammer can't break; 4 ft. handle of featherlite aluminum alloy; and big soft fountain brush of magic Durostyrene bristles (won't shed or mat). Gently scrubs, soaks, rinses as it cleans. Also for windows, porches, walls, boats, etc. Exclusive with Breck's by mail. Order today — stock is understandably limited. Order No. G265.



$4.95

MONEY BACK BY AIRMAIL if you don't say it's the best car washer buy on the market!

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1818

ORDER BY MAIL • POSTPAID & GUARANTEED
166 Breck Bldg., BOSTON 10, Mass.

FREE CATALOG on Plastic SHAPED TO FIT FURNITURE COVERS



MADE OF TOUGH FIRESTONE VELON

Plastic covers provide lasting beauty for your furniture. Guard against dirt, grime, children or pets. Over *30 different styles*, including **Sectionals, Lawson, Kidney, Wing, Hideabeds** and others. Soft, pliable, won't crack or peel. On or off in a jiffy. Lowest prices, *plus money-back guarantee!* Most chair sizes $3.95. **Write for FREE CATALOG & SWATCH—send name and address NOW!**

House of Schiller
Dept. HB-4, 180 N. Wacker, Chicago 6, Ill.



REPLATE YOUR WORN SILVER IN SECONDS with . . . LIGHTNING SILVER PLATE!

• CLEANS • POLISHES • REPLATES
. . . in one simple operation!

JUST RUB ON WITH A CLOTH

to replate old worn Sheffield silver, musical instruments, boat fittings, etc. instantly and plate any article with a copper, brass, bronze or metal silver base. LIGHTNING SILVER PLATE contains pure silver!

WON'T RUB OR WASH OFF!

Thousands of satisfied jewelers, silversmiths, antique dealers, lampmounters and lighting fixture houses have used LIGHTNING SILVER PLATE for over 30 years!

1 oz. bottle . . . . $3.75 postpaid
Many dollars worth of plating with 8 oz. Economy Size Bottle $6.50

SPECIAL OFFER!

With every 8 oz. Economy Size Bottle of LIGHTNING SILVER PLATE, a 2 oz. jar of TARNISH PROOF free!

Keeps silver, brass, copper and other metals from tarnishing. 8 oz. jar of TARNISH PROOF $3.50

No C.O.D.'s

WM. CRELL LABORATORIES, DEPT. H-4
11-18 33rd Ave., Long Island City 6, N. Y.

In Pairs—or Singly—You'll Love My

FIRESIDE CHAIR

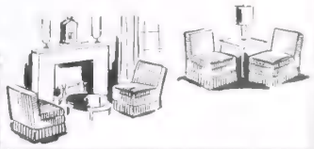


And it's only $39
(Or 2 for $75)

It's so versatile—so decorative—and so downright comfortable. Tailored with boucle edging and matching skirt. No-sag spring construction. Sturdy and handsome woven faille and satin stripe. Ideal for cozy fireplace or corner grouping — or TV.

Cartoned wt. 40 lbs. You pay express.

• Grey and Dubonnet
• Chartreuse and Grey
• Forest Green and Grey



Sorry, no C. O. D's. Send check or money order to
ANN BABCOCK
298 Bovine Drive • Highland Park, Illinois

Welcome to Spencer's Sterling Club



Collect Your Favorite Sterling Silver This Budget Wise Way! Receive At No Cost Nationally Adv. Eureka Tarnish Proof Chest!

We carry all the patterns—by world famous silversmiths such as Gorham, Towle, Wallace, International, Lunt, Heirloom and many others. Order one or more place settings. Each setting includes Teaspoon, Knife, Fork, Butter Spreader, Salad Fork, Soup Spoon. Pay $2.00 monthly for each place setting ordered at nationally advertised prices. No money down! Included at no extra cost, roll with each 6-piece place setting. Start YOUR dreamed-of Sterling collection this easy, thrifty way. Use the coupon today! Odd pieces are available in all patterns. Prices subject to change without notice.



MAIL THIS COUPON NOW!

Gentlemen: I want to join Spencer's Silver Club. Please send me _____ place settings of _____ pattern. (Each setting contains 6 pieces itemized above) I enclose no money, but will pay $2.00 per month for each place setting ordered.

NAME _____

STREET _____

CITY _____ STATE _____ HB-4-51

SPENCER'S SILVER SUITE "Silver Specialists for 38 Years" 39 S. MAIN ST. DAYTON 2, OHIO

SUEDE AND LEATHER COATS — JACKETS CLEANED • REDYED

HANDBAGS SUEDE—LEATHER ALLIGATOR CLEANED — DYED — REFINISHED RELINED • REPAIRED • RESTYLED

All Leather Gloves (Minimum 3 pairs) Rejuvenated — $1.00

send articles for free estimate

DELIVERY SERVICE IN MANHATTAN MU 8-2030 Mail Orders Dept. B4

LEATHERCRAFT PROCESS OF AMERICA, INC.

1052 1st AVE. (at 57th St.) NEW YORK 22, N. Y.

SWIRL-O-MATIC

WASHES YOUR CAR FASTER EASIER



Just hold . . .

Revolving brush does the work ONLY $6.95 PREPAID

WASHES WINDOWS, BOATS, SIDINGS

Simply attach SWIRL-O-MATIC to any garden hose. That's all! Amazing turbine-action quickly cleans, gives car a gleaming finish . . . *without getting you wet! Free* detergent included!

- Rinses as it cleans without streaking!
- No rubbing, scrubbing, wiping!
- Easy to use . . . weighs less than 1 lb.
- Pure non-scratching horsehair bristles!
- Guaranteed—aluminum and brass metal parts cannot rust! *Brushes replaceable!*
- Save money—pays for itself in 5 washings!

SPRING CLEANING! Order SWIRL-O-MATIC *now!* Use it to clean storm windows, screens, etc. Order 3 ft. extension ideal for this purpose. $2.50 extra (Prepaid).

West of Mississippi: add 25c each item.

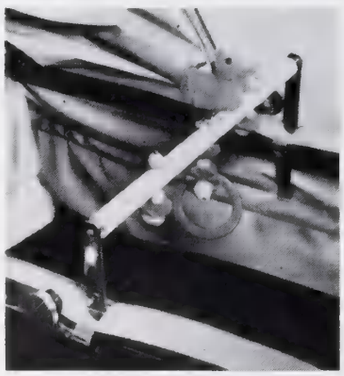
MELAIRE DISTRIBUTING CO.
Dept. 13 HB, 420 Lexington Ave., N. Y. 17, N. Y.



Window



CASE AND POINT to remember for a young man who's just received his call into service is this fitted toilet kit. Made of sun-tan cowhide, it comes with a comb, nail file, shaving cream, razor, blades, tooth paste, and tooth brush. Stamped with his name or monogram in gold, it would fit into his pocket when he's on a weekend pass. $4.95 incl. tax and post. Armbruster's, 82 Maryland Ave., Annapolis, Md.



THE CARRIAGE TRADE will ride to the super market in grand style with this plastic exerciser clamped to the coach. Its crossbar with a playful bobbing duck helps a child to master the art of sitting up, and the rings and balls will amuse any passenger while Mommie does her errands. Clamps to any carriage, crib, or playpen. Pink, blue, or white. $3 ppd. Towne Products, 27 W. 26th St., New York.



FUR A COWBOY'S small feet with *Moppetts* and he'll have the neighborhood buckoes believing he's related to Hopalong. Custom-made of the finest chestnut-brown leather with black and white or brown and white calf's hair toes, they have a wide last that's particularly beneficial to growing feet. In medium or wide widths, 8½ to 11½, $8.95; 12 to 3, $9.95 postpaid. Bar/Sue, 13 Barnum St., Taunton, Mass.

LOSES 40 lbs. *Listening to Music*



"I lost 40 lbs. in 3 mos. I never felt better in all my life."
Mrs. Betty Blazek, Chicago

"GET THIN TO MUSIC" with WALLACE Reducing Records

Prove to yourself, in 7 days at home, the WALLACE Method can help YOU take off excessive weight. Reduce waistline and bulging hips. FEEL BETTER the first day—WEIGH LESS in a week.

NO STARVATION DIETS—NO DRUGS

The Wallace Method works with Nature. It safely brings quick, satisfying results. Reducing the WALLACE Way is play—it's fun to "GET THIN TO MUSIC."

FREE PROOF Accept this amazing offer of proof. You can soon start YOUR actual reduction. First reducing record and lesson sent prepaid and plainly wrapped. Try this full-sized, double-faced record 7 days at home. No payments to make now—no promise to pay later. Just an out-and-out FREE test as the coupon clearly states. Fill it in and mail today.

WALLACE RECORDS
Suite 1619 154 E. Erie Street Chicago 11, Ill.

WALLACE, Suite 1619
154 E. Erie St., Chicago 11, Ill.

Please send record and first reducing lesson, FREE and postpaid. I will either enroll, or mail back your record and lesson at the end of a 7-day trial. This does not obligate me in any way.

Name .....
Address .....
City ..... Zone ..... State .....



SUGAR-FREE
Sweets and Desserts

DID your physician say you must eliminate sugar-sweetened desserts? Or are you just cutting down on calories? Cellu Special Purpose Foods make it so easy—give you such flavorsome variety! **SPECIAL OFFER:** 1 Pkg. Cellu Sugar-Free Gelatin Dessert (contains 6 single serving envelopes assorted fruit flavors: Raspberry, Strawberry, Cherry, Orange, Lemon, Lime); 1 Pkg. Cellu Sugar-Free Rennet Dessert (contains 12 single servings, Imitation Coffee, Chocolate Cream, Maple, Peppermint, Raspberry, Strawberry, Vanilla); 1 Pkg. Cellu Sugarless sweetener (pours like powdered sugar, for fruits, cereals, etc.); and 2 Pkgs. Cellu Sugar-Free Gum (Cinnamon, Peppermint). All sent ppd., only..... **$1.00**

No C.O.D.'s please.

FREE Send also for Cellu Catalog, containing many low carbohydrate recipes, tables of food values of all common foods, exchange and mineral charts, and much helpful information.

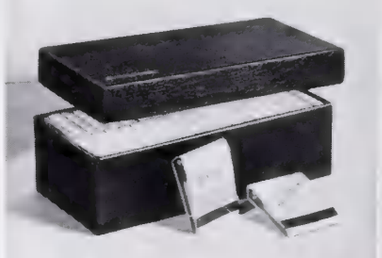
CHICAGO DIETETIC SUPPLY HOUSE, INC.
1750-B West Van Buren St., Chicago 12, Ill.

NEW!
Trash Disposal Unit
Burns Refuse Safely



• A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to

ALSTO COMPANY
Dept. HB-4
Cleveland 1, Ohio



100 MONOGRAMMED MATCHES $1.00

1-line initials or name in color (Please print)

Assorted colors; attractively boxed

Monogrammed matches add individuality to your entertaining . . . pay compliment to a friend . . . or prove a popular guest at parties, dinners or receptions. Always a gift of distinction.

Send cash, check or money order. Add 10¢ to cover postage west of Chicago. Orders filled same day received.

Write for our FREE catalog listing dozens of gift items.

CRAFT HOUSE
(Formerly The Peapet Shop)
ERIE PENNSYLVANIA

Shopping



A LADY WITH THE LAMP of gleaming brass will add a decorative glow to her living room if she spots this Victorian beauty on her mahogany spinet. A replica of an old oil lamp, it will shed light on Latin verbs if your high-school sophomore has one on her bedroom desk. 17" high, with a green, yellow, or maroon glass shade. $9.95 ppd. Philmont Industries, Box 84, Philadelphia 6, Pa.



AUDUBON BIRD PRINTS would bring Spring enchantment to your bedroom walls. Or for decorative drama you might graduate a group along a winding staircase. An artist's portfolio of 16 vibrantly colored, true-to-nature birds comes with a pre-cut mat so you can insert each print to see how it will look framed. Just $1.98 the set ppd. Marboro Books, Dept. O. 117 E. 24th St., New York 10. N. Y.



TINY TAKE-ALONGS are these leather kits stocked with miniscule fittings. The little sewing pouch comes with needles, black and white thread, thimble, and scissors. The mani-kit contains cuticle scissors, file, nail cleaner, etc. Imported from Solingen where the finest cutlery is made, the 3" manicure kit is $3.50, sewing kit, $1.50. Ella Packer, Traymore Hotel, Atlantic City, New Jersey.



ONLY **$3.50** per single roll in GRAY or SAND

$3.95 per single roll in EMPIRE GREEN or COLONIAL BLUE



For that special room

this fabulous Oscar Hesse wallpaper

NOW AT A BUDGET PRICE!

Send 25¢ for samples of any or all four colors.

Never before a decorating opportunity like this! Through a special arrangement, Thibaut brings you this breathtakingly beautiful Hesse design—"Romance"—made with hand print technique at an exceptionally low price.

Here is the work of this master designer at his creative best. Choose the ground color to complement your decorative plans (see upper left) and order "Romance" today!

Thibaut

WALLPAPERS

since 1886

Richard E. Thibaut, Inc.

DEPT. HB, 44-46 E. 53rd STREET • NEW YORK 22, N. Y.



CIGARETTE BAR

That shows you at a glance the status of your smoke supply, has a cut out cigarette scroll, holds a full carton, two sizes, regular or king size. Sturdily made of good grade plywood in natural clear lacquer finish. Tell-a-smoke has your personalized initial or a scottie dog of walnut veneer. Tack one up on the dinette wall, set another on your husband's desk stocked with his favorite cigarettes.

2 sizes Regular **$1.50** King **$1.65** postpaid

(Send for our Free folder on other useful items)

SCROLL WOOD ARTS SHOP
Dept. HB4
411 S. 2nd Street St. Charles, Ill.



Sturdy, Colorful

MEXICAN CHAIR

Here's an all purpose chair that has become popular from Coast to Coast. Though local wood becomes scarcer each year, the native Mexican craftsmen continue to make and decorate these chairs by hand in traditional fashion. Wide seat 20" of tough woven palm fibre. Back 33" high. Perfect for your dinette, bedroom, rumpus room or summer home.

ONLY $7.95 each
Two for $15.00

Shipping Charges Collect
Send check or money order. Sorry, no C.O.D.'s
Write for Gift Leaflet Dept. HB4

FRED LEIGHTON, INC.
15 East 8th Street, New York 3, N. Y.
1514 Wisconsin Ave., N. W., Washington 7, D. C.

Glorify your tables

FLOWERS and TABLE SETTINGS

By Julia S. Berrall



THIS extremely practical new book tells the hostess everything she needs to know to set her table beautifully and correctly on all occasions: magnificent and everlasting centerpieces, prize-winning tables, how to make the table harmonize with the room. Over 115 glowing photographs, 8 in full color. Send check or money order for $5.00 — we pay postage.

Studio Publications

T. Y. CROWELL CO. 432 Fourth Ave., Dept. 58-4 N. Y. 16, N. Y.

AVOID BATHROOM DRUDGERY!

Use Sta-Cleen

TOILETABS



Now you can throw away that toilet bowl brush! One Toiletab dropped in flush tank each week keeps stool free from stains, odors or unsightly rings with no help from you. Non-poisonous. Harmless to plumbing or septic tank. 2 months' supply postpaid **$1.00**



WHINK

Removes Stains in 15 Seconds!

Fast-acting . . . absolutely safe! Whink removes rust and scorch stains from clothing in 15 seconds . . . rust from bathtub, washbowl . . . stains on aluminum, copper, chrome or brass. Leaves no tell-tale mark. Harmless to fabric. Bottle sent postpaid..... **75¢**

SPOTLESS COMPANY
1117-B N. Dearborn • Chicago 10, Ill.



LITE SWITCH TURNS ON YOUR CLOSET LIGHT AUTOMATICALLY

Open the door, light's on—close door, light's off! LITE SWITCH works like the light in your refrigerator. Saves bother, bulbs and electricity. Especially helpful for children.

Just screw adapter socket into closet light socket—insert 2 screws . . . that's all. No wires to splice or new connections to make. *You'll want one for every closet in the house.*

Complete with 6 ft. cord, screws and instructions. Order several and save.

ONLY **$1.95** Postpaid 2 FOR $3.50

Rene-Craft Products

OWENS BLDG. • WILMETTE 3, ILLINOIS



Alvin and International **STERLING PATTERNS**
(Available on Special Order)

Patterns illustrated and those listed below are being manufactured for a limited time on a made-to-order basis only. Delivery will be Fall of 1951 at prices prevailing at time of delivery.

Florence Nightingale	Cameo	Elegance	Old English	Spring [illegible]
Gainsborough	Radiant Rose	Elsinore	Pantheon	Theme [illegible]
Mastercraft	Rosalind	Georgian Maid	Primrose	Welcome
Miss Alvin	Windemere	Lady Betty	Rhapsody	Colonial
Old Orange Blossom	Beacon Hill	Maintenon	Simplicity	Colonial Shell
Richmond	Dorchester	Nosegay	Whitehall	Empress

SUPPLY IS LIMITED—ORDER NOW!
Orders will be filled as received as long as existing stock lasts.

JULIUS GOODMAN & SON
77 MADISON AVENUE MEMPHIS 1, TENNESSEE

Window Shopping



FOR THE BIRDS. Mr. Wren and his fair Jenny would think this the perfect place to settle down. Called the Honeymoon Hut, it's made of milky glass, comes with a metal bracket that attaches to a tree. You might hang one by your child's bedroom window where he can watch the fascinating living habits of these little birds. $1.50 each, $2.50 pr., Ppd. Kreglow Gift Shop, Moundsville, W. Va.



MEM'S THE WORD around our house since we tried these new toiletries on our man. The "English Leather" cologne, we're told, is wonderfully refreshing patted on after shaving and special praise went to its vigorous scent. Mem's cologne, 8 oz. $4.20; 3 cakes of cone-shaped soap, $1.50 incl. tax & post. Remember them for Father's day. Muriel Duncan, 312 Ninth Ave., Haddon Heights, N. J.

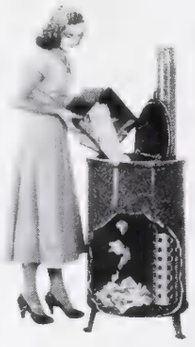


SPHERE OF INFLUENCE in establishing your reputation as the hostess with the smartest table settings in the country are these silver-plated beauties. And you won't be paring wax from your prize damasks, your leather-topped tables, because the drippings are caught inside the sphere. A new gripping device holds candles firmly. Pair in anti-tarnish bags. $5 ppd. Annis Baker, Box 551, Newburgh, N. Y.

(Continued on page 67)

Burn Your Rubbish
in your backyard

"Yard Boy"



Quickly, safely reduces to fine ash all burnable trash from house or garden—paper, leaves, rags, garbage. No mess, no sparks. ***Endorsed by users and Fire Prevention Bureaus from coast to coast.*** Lights at top, burns down. No extra fuel needed. Weather-resisting Porcelain Enameled iron. Write for illustrated circular. Prices f.o.b. New York.

No. 1	1½ bu.,	wt. 70 lbs.,	$44.00
No. 3	3 bu.,	wt. 100 lbs.,	$60.00
No. 6	6 bu.,	wt. 150 lbs.,	$100.00

J. W. FISKE IRON WORKS (Est. 1858)
Specialists; Ornamental Bronze & Iron Work
78 Park Place, Dept. B, New York 7, N. Y.



Make lots of PERFECT PARTY CANAPES *in a jiffy!* only $1

Everyone loves these three delicious, wonderfully economical Sell's Pâtés – that's why smart New Yorkers have served and happily gobbled up millions of tins in the past few years! Serve straight, or add chopped nuts, pickles, capers, sherry, mayonnaise, etc., for endless variety.

$1 Party Package includes three 4½ oz. tins: One each of famous **Sell's Liver Pâté,** delectable **Sell's Minced Chicken Pâté** and newest sensation, **Sell's Deviled Ham Pâté. With FREE FOLDER** of party canapé recipes.

Price includes postage inside U. S. No C.O.D.'s

ANNE SHARKEY
Dept. B, 4 West 57th Street, New York 19, N. Y.

Candlelight Epergne

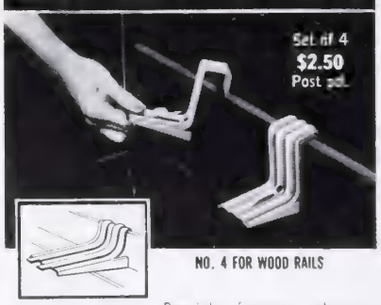


Graceful lines and glowing candlelight give this new and different epergne a special charm. Polished brass holder on glass base. Removable glass vases and hurricane shade. About 11 by 20 inches. **$12.50**

Add 2% State Tax on Illinois Deliveries
Add 50c Postage out of City

C. D. Peacock JEWELERS
101 S. STATE STREET, CHICAGO 3, ILLINOIS

YOUR BED CAN'T COLLAPSE WITH THESE NEW
BEDSPRING SUPPORTS



NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Sag-ch forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E Atlanta, Georgia

Predict Tomorrow's News Today by reading



... THE COMPLETE PROPHECIES of Nostradamus

Reg. T.M. copyrighted MORE AMAZING AND STARTLING THAN SCIENCE—FICTION

translated, edited and interpreted by Mr. Henry C. Roberts

Contains over 1000 astounding prophecies from 1555 to the present, which have proven themselves with uncanny accuracy . . . and beyond until 3797. Contains old French text and exact English translation in plain language, easy to understand. The first time in history is this complete book available.

Nostradamus named and dated the French Revolution of 1792; the 1666 London Fire; the 1776 American Revolution; FDR; Atomic destruction of cities. He gives the time of PEACE ON EARTH, and many other startling predictions of the future.

350 pages, handsomely bound 6"x8". While the edition lasts only $3.00 postpaid.

NOSTRADAMUS, INC., Dept. HB-3
293 West Broadway New York City 13



"QUEEN ANNE"... wonderful floral print on COBBLE-TEX by

EVERFAST*

beautiful new, textured cotton drapery fabric. One of many trad
tional patterns from a rich and colorful new collection. All fabrics b
Everfast* are backed by the famous 30-year old color guarantee

"We unreservedly guarantee that the color of drapery fabrics by Everfast will la
as long as the fabrics themselves. If for any reason the colors fade, we will refun
not only the cost of the material, but any reasonable making-up cost."

"Queen Anne" is now on display at:

Baltimore, Md. ..... Hutzler Brothers	Newark, N. J. ..... L. Bamberger & C
Boston, Mass. ..... Jordan Marsh Co.	New York, N. Y. ..... W. & J. Sloa
Dallas, Texas ..... A. Harris & Co.	Pittsburgh, Pa. ..... Joseph Horne C
Des Moines, Ia. ..... Younker Bros.	Portland, Ore. .... Meier & Frank Compa
Hartford, Conn. ..... G. Fox & Co.	San Francisco, Calif. ..... The Emporiu
Houston, Texas ..... Foley Bros.	St. Louis, Mo. ..... Lammert Furniture C
Indianapolis, Ind. ..... L. S. Ayres & Co.	Seattle, Wash. ..... The Bon Marc
Los Angeles, Calif. ..... Barker Bros.	Toronto, Canada .... The T. Eaton Co., Lt
Miami, Fla. ..... Burdine's	Washington, D. C. .. Woodward & Lothro
Minneapolis, Minn. ..... The Dayton Co.	

and other leading stores.
48" wide and priced under $3.00 a yard.

EVERFAST DRAPERY DIVISION • 245 FIFTH AVENUE • NEW YORK, N.

*Reg U. S. P



HANS VAN NES

Decorator Chair with foam rubber seat and back, exposed wood base, No. 5000A Commode, No. 4478. Sofa, buttoned inside and out, with foam rubber mattress, No. 4623. Coffee Table of metal, glass and Finnish birch burl, No. 4610.

DUNBAR

for Modern

MODERN INTERIORS

Send 25 cents to Berne, Indiana
for this profusely illustrated booklet
on decorating your home successfully.

DUNBAR FURNITURE CORPORATION OF INDIANA • BERNE, INDIANA

NEW YORK: 227 EAST 56TH ST. • CHICAGO: 1638 MERCHANDISE MART • BOSTON: 203 CLARENDON ST. • KANSAS CITY: 212 MERCHANDISE MART • PASADENA: 2914 EAST WALNUT ST.

Mrs. Llewellyn Lord, Jr. says:

"I live in Baltimore... I sleep in UTICA"



MRS. LLEWELLYN LORD, JR., beautiful young mother of three, lives in a charming Baltimore home, sleeps in exquisite Utica Beauticale sheets. "Beauticales are the loveliest percale sheets I've ever owned," says Mrs. Lord. "It's a pleasure just to touch them." You'll agree, when you compare Utica Beauticales with ordinary percale sheets. For Beauticale's fully combed cottons, fine-spun threads, and flawless weave combine to make percale sheets of surpassing luxury.

Regardless of price . . .
you can buy nothing finer

Write for your copy of the free booklet, "Beauty Secrets From Your Linen Closet." Utica & Mohawk Cotton Mills, Inc., Department H-21, 55 Worth Street, New York 13, New York

DRESS BY MAURICE RENTNER

A UTICA MOHAWK PRODUCT

UTICA Beauticale

U

UTICA Beauticale Sheets

Fine Combed, Fine Count Percale

Women with a sense of style prefer

FIRTH

BROADLOOM

Texture... to add dimension to the patterned loveliness of Firth design. *Texture*... the important style note in carpets... made fresher, longer-lasting, by Firth Master-Craftsmanship. Firth's Style Leadership was never more apparent than in this group of textured carpets from the new collection. You'll see them and many others from the new Firth line at the 1951 CARPET FASHION OPENINGS, from April 2 to April 12 at your Firth dealer.

Rugs illustrated ***(top to bottom)***

THE PEASANT TANAGRA
Approx. $12.95 per sq. yd.

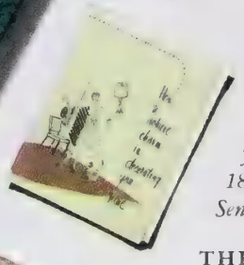
FLOWER GARDEN
Approx. $14.95 per sq. yd.

WOOLTURF
Approx. $16.95 per sq. yd.
Also available in Turftex at a slightly lower price

TOMATO PATCH
From the Covered Wagon Homespuns Collection
Approx. $13.50 per sq. yd.

PRIMITIVE (***main illustration***)
Approx. $22.95 per sq. yd.

Prices subject to change owing to further possible wool market advances.



Write for the new, strikingly illustrated 56-page booklet, "How to Achieve Charm in Decorating Your Home"... practical and imaginative decorating help for your home—whether it is Modern, 18th Century, or Contemporary. Send 25c in coin to Dept. 6.

THE FIRTH CARPET COMPANY
295 FIFTH AVENUE, NEW YORK 16, N.Y.

Gown by Claire McCardell

Window Shopping

CONTINUED FROM PAGE 62



RING THE NECK of this little ig-shaped bag and it will hold our jewelry when you go trip- ing. Copied from an Indian water itcher, it closes when you slip ie ring over the top. In aqua ned with pink, pink with blue, lue with pink, and rose with qua, it would make a darling ttle evening bag for your dancing hool daughter. $2.50 plus 10¢ ost. Hall Galleries, Albert Stei- er Co., Springfield, Mass.



DREAM-MIST is a field-fresh. agrant-as-May. Eau de Cologne iat will delightfully freshen your ed when you spray it on your recious percales. It contains an lorless deodorizer, leaves every- ing it touches, from lingerie to nen, delicately scented. Wonder- il for convalescents, it comes in white and gold plastic spray ottle. $1.50 ppd. Almor, Inc., 60 est 10th Street, New York 11.



ARE-THEE-WELL will be e intriguing message contained your letters to friends if you rite them on the New England ecipe Notes. Each four-fold note as a famous New England recipe the front—everything from al Boston Baked Beans to Ap- e Pan Dowdy. 24 notes and en- lopes (8 different recipes), $1 od. The New England General ore, Plain St., Millis, Mass.

French Provincial Glow!

CHANTICLEER PIN-UP LAMPS

itch to functional charm. Black cockerel pin-up base with gay Bates anticleer cloth shade makes a welcome glow in living room, kitchen, n, or bedroom. 12" high. Shades choice of Brown and Coral or Grey d Red. Pairs (L & R) $9.75 postpaid. *Each, Only* **$5.00**

OMPANION CHANTICLEER TABLE LAMPS

volving weathervane finials. Hand-rubbed wood bases, 13" matching ric shades, 26" high. Cocks in Black, White or Red. Pairs (L & R) 4.95. *Each, Only* **$12.95**

ATCHING CHANTICLEER CLOTH

r draperies or slipcovers. 36" wide. *Per yard, Only* **$2.25**



Ward Phillips Co.
Dept. B-14
9 E. Main St., Dundee, Ill.

Must be Satisfied or Your Money Back

Beautify Your Home and Garden with

JEWEL ELECTRIC COLOR-CHANGE FOUNTAINS



No. 551 Fountain

Wherever you place it—in living room, patio, pool or garden—your **Jewel Electric Fountain** instantly becomes the center of interest. Its sparkling, bubbling streams of water are illuminated from below by light beams of constantly changing colors. (Especially beautiful at night.)

No Water Connections Needed!

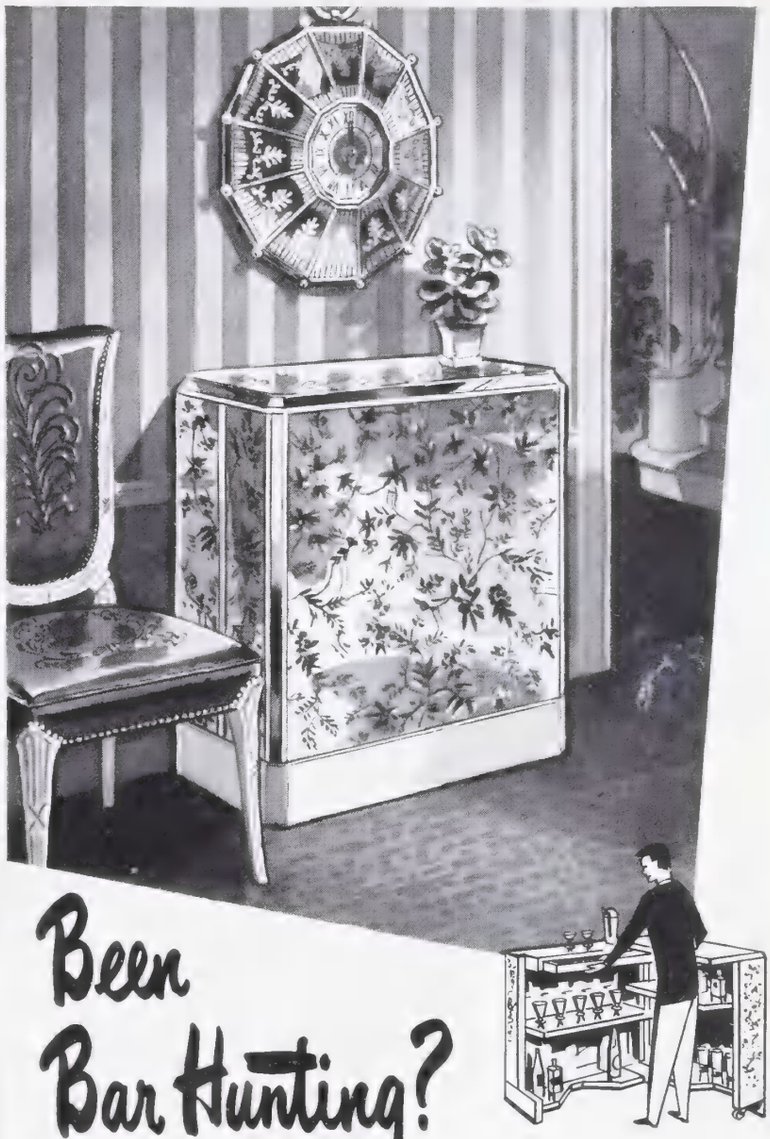
Because the Jewel uses the water over and over, it requires no connection to a water line. Just plug into nearest electric outlet! Many exquisite styles in metal, stone and natural rock. Established 1880.



No. 504 $85.00
Other models from $35.00 up.

Send 25c for 64 page catalog on Jewel Fountains, pumps and other specialties for home and garden.

JEWEL ELECTRIC & MFG. CO., 216-HB West Kinzie St., Chicago 10, Ill.



Been Bar Hunting?

If you have searched for a bar that's right at home in your living room—decoratively and functionally—this is it. Open it provides amazing storage and work space . . . closed it's a beautiful living room commode. Altogether it's a discovery—the kind you're always finding throughout the five large floors at Wilson-Jump. For truly creative ideas and unusual furnishings—and expert decorating help if you like—come in to see us next time you're on Michigan Boulevard.

Illustrated: Folding bar-commode in genuine silver-finished antique glass with hand decorated Chinese motifs. 32½" wide, 15" deep, 37" high. $458.00. Antique decorated glass clock, 8-day movement, diameter 25". $145.00

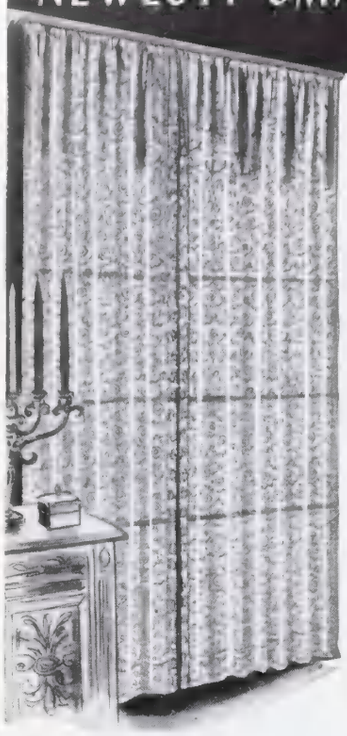
Wilson-Jump



The store of distinguished Home Furnishings, Furniture, Draperies, Decorations

"Michigan Avenue by the Blackstone" • 608 S. Michigan Ave., Chicago 5

NEWEST! SMARTEST! And the best curtain value today!



Magical *Nylon Lace*

Every inch NYLON . . . woven by Fieldcrest into exquisite gossamer lace . . . breathtakingly luxurious, yet endowed with amazing strength. Check these wonder features:

- Never shrinks, sags, snags or pulls out of shape.
- No ironing, no stretching . . . just wash like stockings, roll in towel and hang immediately . . . they dry in 12 minutes.
- Distinctive all-over pattern blends perfectly with plain or figured draperies and walls . . . equally delightful with modern or traditional decor.
- Extra wide . . . 53" each panel, 106" each pair. For picture windows combine several panels.

Gilchrist's Boston 2, Mass.

Please send Nylon Lace curtains as follows:

_____panels, _____long at $_____ each

_____pairs, _____long at $_____ pair

Name .....

Address .....

☐ Check ☐ Money Order ☐ Charge

A Size for Every Window

Length	Per panel	Per pair
54"	$2.99	$5.98
63"	3.49	6.98
72"	3.84	7.68
81"	4.34	8.68
90"	4.84	9.68

Outside Massachusetts add 25c postage for total order



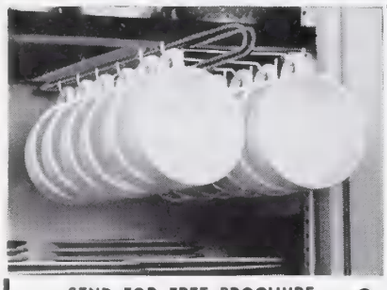
Window



JUG FOR YOURSELF. A little china jug measures up to a collector's high standards, or does yeoman service on the table for melted butter (waffles, lobster, asparagus), on the breakfast tray for cream. With pink band and luster trim, it has a sailing vessel on one side, a sea chanty on the other. 2½" high, $1.50 each, 4 for $5.25, 8 for $9.95. Postpaid. Kathlene Weller, Box 386, Bryn Mawr, Pennsylvania.



KENYA FIGURES, carved by tribesmen in East Africa, and polished to a marble-like finish, are made of mahogany, ebony, or teakwood. To add an exotic touch to a modern setting, spot a pair in recessed shadow boxes, use them as library book ends. No two are alike in model or size. Figure shown, 15" high, $6.50 each ppd. Eric H. White, 1405 Third Avenue, New York 21, N.Y.



GLIDE-AWAY
Cup Rack
Slides In and Out

Save cups . . . save shelf space with new, improved Glide-Away Cup Rack. Just mount on under side of shelf with screws furnished by us. Pull out to remove cups, push in to store. Holds 12 cups with never a chip or break. Satisfaction guaranteed. Order yours today.

Postpaid, only **$1.35**

DOWNS & CO.
81-BD SALEM LANE • EVANSTON, ILL.

SEND FOR FREE BROCHURE OF NEW HOUSEHOLD ITEMS.



DISPENSIT

Non-clog, non-drip, push-button, swing-spout dispenser, handy for bathroom, kitchen, dressing room or nursery. A sanitary, convenient way of dispensing lotions and creams, liquid soaps, boric acid, baby oils, etc. Holds almost a half-pint. Of durable plastic—pastel pink or blue finish. Hand-decorated in your choice of colors (allow ten days for delivery). Gift packaged. *No C.O.D.'s, please.*

$2.95 ppd.

ALMA ROBERTS
1422 Westwood Blvd., Los Angeles 24, Calif.

Now! **OWN A COMPLETE 52-PIECE SET OF THE WORLD'S FINEST *Silverware* IMMEDIATELY!**



PAY $5 AFTER YOU RECEIVE SET, BALANCE IN 12 PAYMENTS

Now you can own and enjoy a complete 52-piece set of magnificent silverware AT ONCE this amazingly easy way! You receive a complete service for eight immediately, *plus* a handsome, tarnish-proof chest at no extra cost . . . yet pay no more than nationally advertised prices! Select any of 17 distinguished patterns by these world-famous silversmiths — take advantage of this convenient payment plan. Silver makes your home far lovelier — order your set today!

Choose from 17 patterns

Holmes & Edwards: Spring Garden, Danish Princess, Lovely Lady, Youth ..... $69.95 each set
Rogers 1847: Remembrance, Eternally Yours, Adoration, First Love, Daffodil ..... $69.75 each set
Community: Evening Star, Morning Star, Coronation, Milady ..... $74.50 each set
Gorham: New Elegance, Cavalier, Lady Caroline, Invitation ..... $83.50 each set

The **Giftorium**
173 CANAL STREET, NEW YORK 13, N. Y.

SOFT
CLEAN
Everlasting



FOAM RUBBER
MATTRESSES
(Standard and Special Sizes)
CUSHIONS—BOLSTERS

Settle back and enjoy yourself on FOAM RUBBER. Box Springs, Headboards, Hollywood Beds, all kinds of cushioning and seating made to order. FOAM RUBBER BY THE SQUARE FOOT. Call or write for free estimates.

Regular Sleeping Pillows $6.95
Extra Plump Pillows 8.95

FOAM RUBBER CENTER Dept. B
7 East 20th Street
New York 11, N. Y.

Please send me Foam Rubber price list.

Name .....

Address .....

City ..... State .....

PORTRAIT IN OILS ON CANVAS $39.50



Lifelike portraits in oils, painted by leading Boston portrait artists on 14" × 18" canvas in sepia. Send photo or snapshot as model. Handsome frame included. Hundreds of appreciative patrons. The outstanding gift for birthday or any occasion. We prepay shipping and guarantee satisfaction or money back.

Portraits painted in full color on canvas (16" × 20") **$79.50,** *and (20" x 24")* **$99.50,** *complete with frame. Send description with order, including lock of hair if possible. Also pastels (16" x 20")* **$49.50,** *charcoals (16" x 20")* **$20,** *and sepia crayons (8½" x 11")* **$7.50.** *Special sizes available in all portraits. Sittings arranged.*

Portrait Artists Guild
120A Boylston St. Boston 16, Mass.

Shopping



MAKE A MATCH cover the proud bearer of a young bride's new initial and she'll display it on her coffee table with enormous pride. And to save the surfaces of her treasured new furniture, add the matching alcohol- and tarnish-proof coasters with cork bases. With a smartly detailed single initial, four coasters are 5.95. Match books, 50 for $2: 00, $3.50. Ppd. Theresa Forbes, 08 Mohawk Dr., River Edge, N.J.



TO PLEASE A LITTLE LADY give her this plastic atomizer doll. And when she puts the squeeze on, she'll turn from a daddy's girl to a "wow" with the knee-pants crowd. Filled with a sweet, light cologne, the doll has a removable hat that Miss Pigtails will wear as a lapel pin. 7" tall. 2.55 ppd. The Block Shop, 58 Hall Street, New Haven 11, Conn.



Cartier

INTERNATIONALLY RENOWNED JEWELERS SINCE 1847

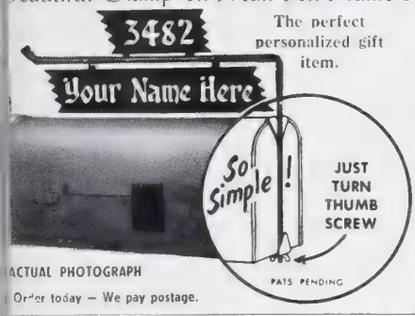


Sterling Silver from Cartier — sandwich plate (as illustrated) 12¼ inches wide, $45 . . . 10½ inches, $29 . . . 9¾ inches, $24; sugar basket with blue glass lining, $23; relish dish with glass lining, $20. . . Prices include Federal Tax.

FIFTH AVENUE AND FIFTY-SECOND STREET

PARIS NEW YORK LONDON

Beautiful Clamp-on Mail Box Name Plate



ACTUAL PHOTOGRAPH

Order today — We pay postage.

The perfect personalized gift item.

VISIBLE DAY OR NIGHT

- CLAMPS ON YOUR MAIL BOX IN 10 SECONDS.
- NO TOOLS NEEDED — NO HOLES TO DRILL!
- MADE ENTIRELY OF HEAVY STEEL.
- RUST PROOFED & FINISHED IN BLACK ENAMEL!

Fits all standard boxes.

Be sure to mention if for large or small box.

- YOUR NAME BEAUTIFULLY HAND LETTERED, on both sides — and processed for night reflection.

$4.45 as shown. **$3.95** without number plate.

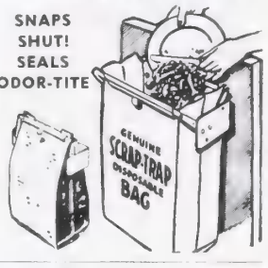
MODERN METAL CO. DEPT. F.
907 — 3rd AVE. SO., NASHVILLE 10, TENN.

AVAILABLE AGAIN! AMAZING SIMPLE DEVICE THAT

ENDS GARBAGE MESS & ODORS

Now you no longer need an unsightly, unsanitary, smelly garbage pail standing in your kitchen—thanks to SCRAP-TRAP! Just install this sturdy metal frame under sink, on cabinet drawer or wall—insert disposal bag. To use, simply pull tab and bag opens wide . . . scrape scraps from plate to bag, then snap shut! Seals tight—completely eliminates garbage odors! Heavy, waxed, moisture-proof, 6-quart Disposal Bags hold peelings, coffee grounds, rinds, ALL household garbage. When filled, remove bag, fold top—and throw away. Insert new bag in a jiffy—your garbage disposal problem is solved! Supply of Disposal Bags guaranteed.

SNAPS SHUT! SEALS ODOR-TITE



2-month supply of Scrap-Trap Disposal Bags (50)	$1.49
SCRAP-TRAP for wood surfaces, plus 50 Bags	$3.98
SCRAP-TRAP for metal and tile surfaces, plus 50 Bags	$4.48

Send cash, check, money order and items shipped postpaid. Or, sent C.O.D. plus postage. 10-day money-back guarantee. Order NOW.

MRS. DAMAR, Dept. S-1, 22 Treat Pl., Newark 2, N. J.



LUCKY HORSE SHOE BELL

THE MOST WONDERFUL BELL IN THE WORLD FOR THE RANCH OR COUNTRY HOME

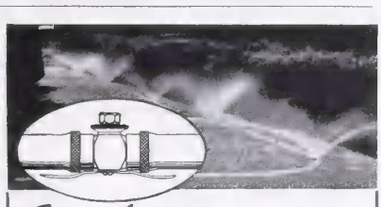
Its clear musical ringing will bring the family running and summon guests from the far corners. Forged under our U.S. Pat. No. 2128648 their musical notes can now be heard all over the world. They are forged from old horseshoes and no two bells sound alike but all have lovely, clear tones. Weatherproof finished in black Endurion, each bell measures about 9"x8"x17" including bracket. **$5.95** postpaid. With single initial, **$6.95.** Shipped day order received.

We have not advanced prices.

Send for our folder illustrating other original horseshoe gifts produced at . . .

Horseshoe Forge

5 Muzzey Street, Lexington 73, Mass.



Complete 5-SPRAYER SYSTEM INSURES Luxury Lawn

Now spot-control your watering exactly where you want it . . . mist to heavy soak . . . with 5 *solid brass individual on-off sprayers.* SPRINKLIT gives you *more* heads, *more* hose, *more* range! Efficiently irrigates 1 to 1,000 sq. ft., any shape. No moving parts, no tipping, no lawn damage. Roll up, store anywhere. Use *full-length 50-ft. hose* many other ways. Unique!

for SPRINKLIT

SEND NO MONEY! Pay postman on delivery. Your money back in ten days if not satisfied.

With Goodrich Koroseal Hose $17.95
With Ribbed Plastic Hose $14.95

If you enclose price, add 50c postage east of Miss.; $1.00 west of Miss. Save extra C.O.D. charge.

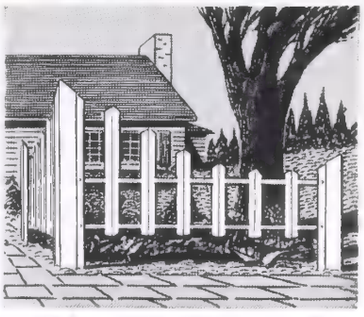
A Howard Hi-Quality Product

10 DAY FREE TRIAL
5 YEAR GUARANTEE
(both models)

HOWARD SALES CO.
1650-D4 Belmont Ave., New Hyde Park, N. Y.

NEW! DECORATIVE! ALL ALUMINUM

LAWN & CORNER BORDER



Each lawn and border unit consists of:

1 — 38" center stake (white only)
2 — 28" end stakes (white only)
4 — 36" picket rails (white only)
12 pickets (graduated); choice of 3 colors: Green-Burgundy-White

$12.95 ea. **2 for $25**

Write for literature about other equally modern alum-a-fence products.

ALUMINUM PRODUCTS CO., INC.
Roslyn, L. I., N. Y.

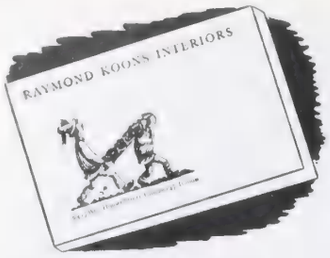
with smartly styled pickets and
BAKED ENAMEL FINISH *to provide years of* PAINT-FREE SERVICE

The new and distinctive alum-a-fence will add that *"decorator touch"* to your property and save you money at the same time. For alum-a-fence is the only fence made with a baked enamel finish that resists fading, chipping or peeling and eliminates annual painting. Heavy gauge, rust-resistant aluminum is your assurance of long, durable wear. The smartly styled pickets are available in 3 attractive colors . . . to match or compliment the color scheme of your house, awnings or canopies.

Pickets, rails and stakes all packed with aluminum nuts and bolts for easy assembly. Shipped prepaid with money-back guarantee. Send check or money order direct. Sorry no COD's.

Aluminum Products Co., Inc.
Roslyn, L. I., N. Y.
Enclosed is my check ☐ money order ☐
Ship immediately _____ alum-a-fence/s at $12.95 ea.—2 for $25.00.
Pickets should be ☐ Green ☐ White ☐ Burgundy

Name _____
Street _____
City _____



27 Ways...

TO MAKE YOUR HOME MORE CHARMING

Beautiful new book with more than 27 full page illustrations shows how to use wall shelves to add new charm to your home. For your copy send 50¢ in coin, check or money order.

SOLVES PROBLEM WALL SPACES



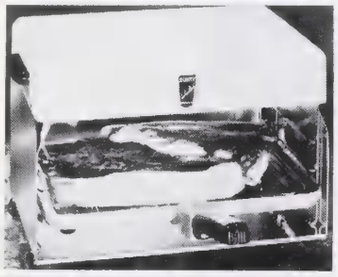
● Spark up that problem wall space with a Showoff Wall Shelf. Show your prized figurines on the mirrored back shelf. . . . For your favorite china pieces and for books use the open back shelf. 5¾" deep and 9" and 10" between shelves. Rick Kent finish enhances fine grain of the solid mahogany throughout. A smart decorative accessory for any room in your home. Overall size 21" x 26½" high. A pair gives you that smart balance.

Style 112M (with mirror) ..... **$19.95 ppd.**
Style 112 (without mirror) ..... **$11.50 ppd.**

Your satisfaction is guaranteed or your money and return postage refunded.

RAYMOND KOONS INTERIORS

The House of Wall Shelves
2527-B West Homer St., Chicago 47, Ill.



DORBY INFRA-RED BROILER OVEN GIVES FOOD WONDERFUL TANG!

Steaks, chops, chicken and other foods broil almost instantly . . . and with a flavor that's "out of this world"! Dorby infra-red-ray speed broiling quick-seals natural juices and vitamins in the food. Extra large broiling surface has unique tip-proof rack, adjustable to 4 positions for rare, medium-rare, medium and well-done broiling. Wonderful for summer cooking; cuts down kitchen heat; practically eliminates smoke, spatter, odor. Easy to clean. Use anywhere, even on the dining room table! Handy size: 15 x 10½ x 9 inches. AC or DC.

Aluminum (while they last) **$24.95**
Chrome Plated Steel **$29.95**

Add $1.00 for delivery



TV AND BAR-B-Q PLATE TRAY SETS MAKE SERVING EASY!

Eat, drink and be merry with these colorful substitutes for regular dishes! Oh-so-practical at TV time, barbecue parties, buffet dining. Large 13 inch, six-section plate-tray, for lap or table, holds everything in place, from entree to dessert. Cups are jumbo size. Made of finest quality durable plastic that looks like actual pottery. Each set in an assortment of lovely ceramic colors: Coral, Teal Blue, Chartreuse and Dove Gray. Complete set consists of 4 Trays and 4 Cups in attractive storage case. **$6.00**



FLAN PAN BAKES BETTER CREAM PIES AND SHORTCAKES!

At last! The secret of more luscious looking, tempting cream pies, shortcakes, gelatin molds and other desserts! Use your favorite cake recipe and bake in Flan Pans! Fill with custard, pudding, jam, etc. Marvelous for shortcakes, as flan edge retains juices. For heartier appetites, bake corn or potato spoon bread; fill with creamed tuna, chicken, chipped beef, ham, etc. Imported from England. 8⅞ inch diameter.

Each ..... **85¢.** Set of 2 ..... **$1.65**

No C.O.D. please.

Satisfaction Guaranteed.

ELRON 156 W. Chicago Ave., Dept. AJ-20, Chicago 10, Illinois



REPLATES SILVER

Dissolves Tarnish Like Magic!

LIQUID SILVER

Safe! Unconditionally Guaranteed!

Send Today for Enough for 100 Pcs. Flatware! ONLY $1.00

4 oz. ECONOMY BOTTLE $1.49
TWO (8 oz.) for only $2.75

1. Certified by leading independent test laboratory in United States—(name and report on request).
2. ECONOMICAL. Just note the low prices! 1 oz. size will clean, plate about 200 pcs. flatware. Immediate shipment!

SEND TODAY! Moneyback Guarantee!

2 oz. bottle—Prepaid

Actually *replates* with new layer gleaming silver as it cleans, polishes! Just rub on—see Liquid Silver dissolve tarnish on finest sterling, Sheffield, or plated ware *in seconds!* Exclusive formula, contains 96% pure Treasury silver—*no harsh abrasives, no harmful mercury, no inflammable solvents!* Try it—you'll be convinced it acts like magic!

THE RANCH HOUSE

Dept. B-51, 4087 Hollister, Santa Barbara, Calif. Catalog FREE



Window



IF YOU'RE A CANDY CRANK, we recommend, without a single reservation, this superb assortment. A Pennsylvania Dutch family, with four generations of experience at candy-making, gives you creamy caramels, nut brittles, fruit cordials, smooth creams, all coated with blended rich, dark chocolate. 2 lbs. $2.35 ppd. Add 25¢ w. of Mississippi. Zipf's Confectionery, 929 Penn St., Reading, Pennsylvania.



COCKY PAIR. A coquettish hen and a chesty rooster are perfectly content to "go steady" all through the day, and hold your cream and sugar. But when the household is asleep, the chances are there will be "fowl" play in the china cupboard. Made of the finest ceramic, and hand-painted in gay colors, the pair is $3.50 postpaid. You can order them from Showroom of Finer Arts, Box 331, Fort Dodge, Iowa.

REPLATE YOUR SILVER *Instantly!*



Approved by Independent Testing Laboratory

ONLY $2.95

Just rub on with cloth—that's all!

It's amazing! New Miracle Super-strength Silver Plater contains PURE SILVER. Scientific development now makes it easy to replate silverware right at home. Simple to use—in few minutes. You'll see new sparkle before your very eyes. Won't peel or wash off.

Saves hundreds of dollars—keeps silverware gleaming always.

Use it to replate worn Sheffield, or similar ware, or to plate ANY ARTICLE having a silver, copper, brass or bronze base. Silverplates worn chrome, too. Application cloths included. Contains no mercury or harsh abrasives.

Satisfaction guaranteed or money back. We pay postage—no C.O.D.'s please.

Big 8 oz. Bottle Miracle Silver Plater..$2.95
Jumbo Economy 12 oz. Size..... 3.95

GREAT AMERICAN SALES CO.
529 So. LaSalle St. Dept. 42, Chicago 5, Ill.



Unbelievable Value On Crisp

ORGANDY CURTAINS

Custom made of finest permanent finish organdy. No effort spared to bring you top quality at lowest prices ever offered! Luxuriously tailored with full 6" ruffles and picot edges. *Never need starch!* May be washed repeatedly and will always be crisp and fresh. ORDER TODAY before supply for this special offer is exhausted. Examine the curtains in your own home. If not delighted with the quality of workmanship and material simply return the curtains within 5 days and your money will be refunded. White only. Prepaid, no C.O.D.'s. 83" wide per pair. Prices: 63"—$4.85; 72"—$5.15; 81"—$5.45; 90"—$5.75; 90" x 158"—double width—$10.50.

Princess Mfg. Co.
131 West 24th St. New York 11, N. Y.



LIMOGES, **rich 6-panel scenic wallpaper, $85.00 a set. Send 50c for full-color miniature and informative brochure suggesting decorative wall treatments.**

Shopping



INCOMING MAIL finds a handy niche in this plexiglas letter rack that's decorated with an Amish man and his wife. For letters you want to give the mailman or tote to the post office, there's another with a Pennsylvania Dutch boy and girl. Or use them for paper napkins on the breakfast table, for paper guest towels in the powder room. $1 ppd. Evelyn Dinsmore, 969 Green Terrace, Lancaster, Pennsylvania.



4-STAR LAPEL LOCKET. A gold-plated fob, reminiscent of your grandmother's heirloom jewelry, opens up to show off your four loves in tiny frames. The fleur-de-lis pin has a safety catch, and the locket is set with simulated pearls and your choice is emerald, ruby, or amethyst colored stones. $3.95 incl. tax and post. Hyde's, Inc., 135-37 Northern Blvd., Flushing, New York.





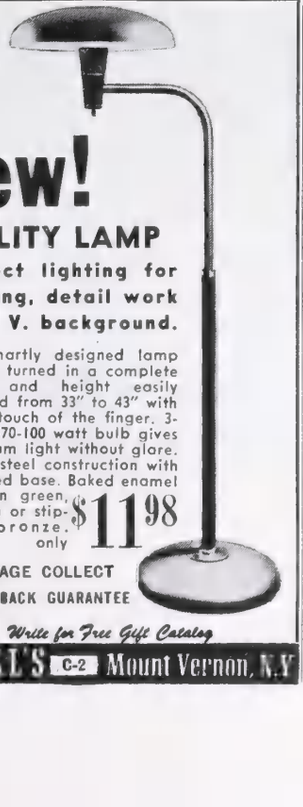
DOUBLE DECKER MAGAZINE RACK
The only rack with 2 small upper compartments to keep Pocket Size Magazines within easy reach . . . plenty of room for larger magazines. Beautiful scroll and maple leaf design; choice of Verde green or satin black wrought iron. 12" wide x 19" high.
$6.95 ppd.—50c extra W. of Miss.

NEW! FRENCH FOOD WARMER
For those who like their food or second cup of coffee hot—right on the table—this is it! Perfect for buffet serving indoors or out. Verde green or satin black wrought iron with 15 hour candle (replacements everywhere); 5½" high, 7½" diam.; a different gift at only—
$3.50 plus 50c postage



FREE GIFT GUIDE
NO C.O.D.'S

MASTERCRAFT Dept. B-4, 60 SOUTH ST., BOSTON, MASS.



new!
UTILITY LAMP
Perfect lighting for reading, detail work or T. V. background.

This smartly designed lamp can be turned in a complete circle and height easily changed from 33" to 43" with just a touch of the finger. 3-way 30-70-100 watt bulb gives maximum light without glare. Sturdy steel construction with weighted base. Baked enamel finish in green, maroon or stippled bronze.
only **$11.98**

POSTAGE COLLECT
MONEY BACK GUARANTEE

Write for Free Gift Catalog

UTTAL'S C-2 Mount Vernon, N.Y.



New table service aids to permit continuation of uninterrupted after-dinner conversation.

FIREPLACE BEVERAGE-FOOD WARMER—a true replica in sturdy vitrified china 6½" x 5" x 3½" with candle ..... **$3.50** ppd.

PYREX COFFEE SERVER—heavy heat-resistant glass, with wood handle
4 cup capacity..... **$3.95** ppd.
8 cup capacity..... **$4.95** ppd.

ARTHUR'S 178 EAST FRONT ST. PLAINFIELD, N. J.

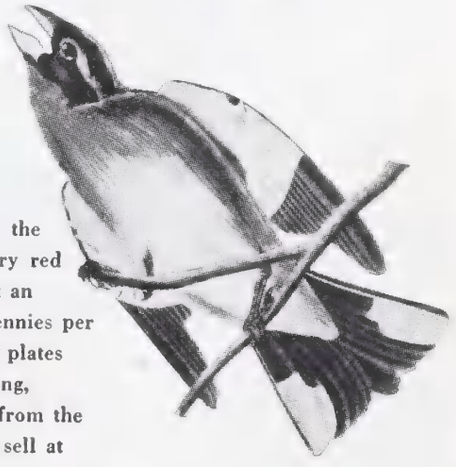
Beautify your home with these beloved birds



Audubon Prints

16 glorious full-color reproductions on linen-weave sheets

. . . only $1.98



Fourteen of Audubon's most highly-prized songbirds, plus the majestic wild turkey and fiery red flamingo can now be yours at an unprecedented low cost of pennies per picture. These large 8½" x 11" plates are reproduced in breathtaking, true-to-nature colors directly from the Elephant Folio originals that sell at up to $1500 apiece.

Audubon birds brighten any room's appearance



Whether you prefer "traditional" or "modern" you'll want a grouping of these brilliantly colored Birds of America for *your* home. Marboro brings them to you in a novel, gift-perfect, colorful artist's portfolio tied on 3 sides with removable ribbon. Included is a pre-cut "decorator's mat" in which you can insert each print to see how it will look when framed.

ORDER BY MAIL TODAY WITHOUT DELAY

marboro books, Dept. 42, 117 E. 24 St., N. Y. 10, N. Y.



Please send me_____ Audubon Portfolio(s) at $1.98 each—shipped postage prepaid except on C.O.D.'s.

☐ Cash ☐ Check ☐ M. O. ☐ Send C.O.D.

Name_____

Address_____

City_____ Zone____ State_____



SATISFACTION GUARANTEED OR MONEY BACK IN 10 DAYS



ASSEMBLE YOUR OWN *Pre-Bilt* COLONIAL KNOTTY PINE FURNITURE

Save 1/2 to 2/3 of the Regular Cost!

It takes *just one evening* to assemble this attractive COLONIAL BEDROOM SUITE—and you pay only a fraction of the cost of ready made furniture! Each piece is made of Northern Knotty Pine with carefully centered knots—all sections are pre-cut and sanded, ready to stain or paint if you so desire. Packaged in kit form with step-by-step instruction sheet. Only hammer and screwdriver are needed. Made to last a lifetime!

Twin Size Bed	$22.95	Chest of Drawers	$39.95
Dressing Table	24.95	Desk $37.95	Bench $7.95
Night Table	14.95	Chair	$7.95

Send for detailed descriptive folder.

Jenifer House

New Marlboro Stage Great Barrington 1, Mass.

GOOSENECK LAMPS

in spun aluminum

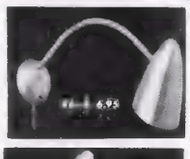


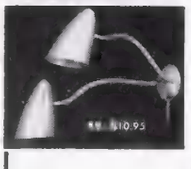


Style 405

$16.95





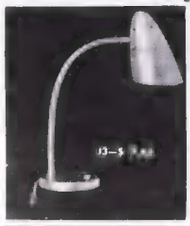


(Brass Finish—$2.00 extra) Double swinging arm enables light and shade to be extended or drawn in. 3-way light works on 50, 100 and 150 watts. Polyplastic shades in chartreuse, white, tan, yellow, red and green.

MAIL ORDERS NOW EXPRESS COLLECT!

GOOSENECK LAMPS

Beautiful lamps with flexible necks designed for both direct and indirect lighting. *Double units with 4-way switch to light either or both lamps.* Also in black, red, green, gray, brass or copper finish. $1.00 extra for single, $1.50 for double lamps.





Jan's

MODERN LAMPS INC.

15 WEST 8 ST., NEW YORK 11, NY

Dept. B 41

FREE! Send for catalog of latest lamps



Log Cabin

BIRD LODGES

Truly rustic in appeal, they harmonize perfectly with the natural surroundings of your home.

Top—WREN CABIN. 6" wide x 7¾" high . . . . . $2.50 ppd.

Left—BLUEBIRD CABIN. 13" high x 11½" wide . . . . . $2.75 ppd.

Right—BIRD FEEDER & SHELTER, 16" wide x 9½" high . . . $3.75 ppd.

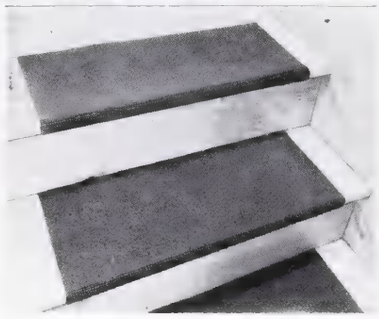
No C.O.D.'s please

Send for illustrated folder of other Bird Lodges and Rustic outdoor furniture.

TRENT HOUSE

339 ATLANTIC AVENUE

TRENTON, N. J.



Carpetreads

A new rubber stair tread that looks like carpeting for only **$1.10** *each*

The color and texture of carpeting . . . the endurance and safety of rubber . . . at a fraction of the cost of real carpeting! Because of a new development in research—you can't tell these rubber stair treads from real carpeting. (*See them and be convinced!*) They're washable, too. In decorator colors of wine, green, beige, gray, and blue. Size 9" x 24".

Postpaid each $1.10

ORDER DIRECT FROM THIS AD

The Artisan Galleries

Fort Dodge IOWA



Window



RELIGIOUS PLATES. These pin-up plates would be lovely decoration for your child's room, or over your own bed. The 10" china plates come with reproductions in full color of "The Last Supper" and "Inspiration," a picture of Our Lord. With 23k gold borders, they are just $2 each, or $3.75 the pair. Wall hangers are 25¢ each. Ppd. House of Harris, 4146 Lankershim Lane, No. Hollywood, California.



SHOP TALK. A miniature machine shop that's precision-made in Denmark operates just like its real model. Cast in zinc and lacquered red, it has brass pulleys and fittings. The kit includes one 4½-volt motor, 4½-volt battery, line shaft, 10 machine tools, and a 14" x 18" mounting board. Easily assembled, the flick of a switch sets it in motion. $14.95 postpaid. Bell Products Co., Empire State Bldg., New York 1, N. Y.



PORT-A-CRIB

A lovely baby bed and a handy play pen—all in one wonderful unit. It's amazing! Converts via slotted cornerposts which slide and lock safely. It's portable! Sets up in auto . . . rolls thru doorways. 42" x 27" wide. Folds to 6" width. Natural hardwood. $21.95 ppd. Complete with wet-proof mattress, $29.90. Satisfaction guaranteed. Write for free folder.

PORT-A-CRIB, INC.

Dept. 23, Box 945, St. Louis 1, Mo.

New Scientific Device to

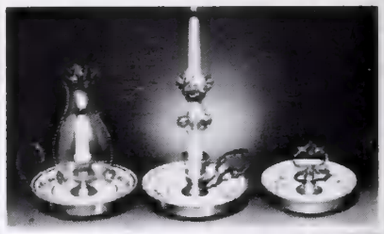
STOP SNORING

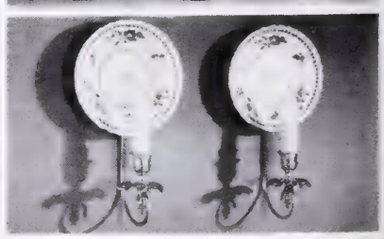
Safe—Sure—Comfortable

Don't suffer annoying disturbance and sleep loss due to snoring. FAIRES NO-SNOR scientifically corrects faulty breathing which leads to snoring. FAIRES NO-SNOR is a plastic device molded to fit comfortably between teeth and lips. The first successful means for stopping snoring. FAIRES NO-SNOR is based on sound principles approved by doctors and dentists. Won't interfere with teeth or dentures. Featured editorially in LIFE Magazine. Thousands of satisfied users. Not only stops snoring immediately but guaranteed to correct snoring habit, if worn regularly, in 15 to 30 nights. Order FAIRES NO-SNOR on money-back guarantee—for yourself, for others—for the health and comfort of sound, undisturbed sleep. Only $2.95 postpaid, in plain wrapper.

KANE CO.

Dept. N 610 S. Michigan Ave., Chicago 5





EXCITING DECORATIVE ACCESSORIES of finest English Bone China (Shelley, Minton, Royal Worcester, etc.) combined with solid golden brass, lacquered. Beautiful floral patterns.

18th Century Hurricane Chamberstick $8.00 ea. ppd.
Georgian Candleholder Ashtray . . . $8.00 ea. ppd.
Empire Candy Dish . . . . . $7.00 ea. ppd.
Traditional Saucer Sconces $9.00 ea. Sconce ppd.

Hand-made Dresden Candles—10" tall. Pink roses on White, Pink, Blue, Yellow, Grey, Lilac, Deep Lavender, Green . . . . . $1.50 ea.; $2.95 pair PPD.

Full Refund Guarantee—No C.O.D.'s Please

DAVID SAKS

356 West 44th Street New York 18, N. Y.

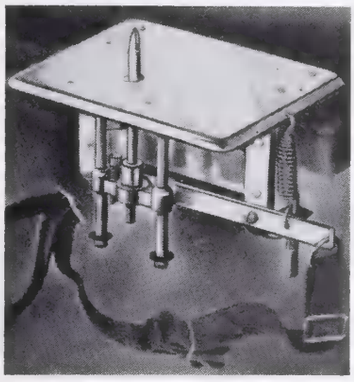
Shopping

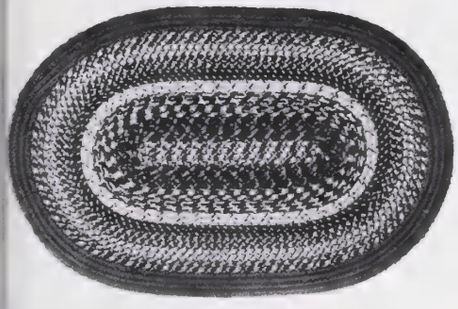


FATHER KNOWS BEST what kind of chair he'd like to come home to, and this is It. It's a leather Club Chair, impressive enough for the exalted position of head-of-the-house, and comfortable enough to relax his office-weary nerves at the end of the day. In brown, red, green, or special colors. 32" high over all. 145 exp. coll. House of Lynn, 7 East 29th St., New York 16.



HOOK A RUG that's so evenly worked your friends will think it was loomed by a professional. The Airlyne Rugmaker clamps to the edge of any table, operates by foot to bring the streamlined needle through the backing. It takes 6-ply wool or cotton and you can work any canvas regardless of size or intricacy. Stores in a kitchen drawer. $8.95 ppd. L. M. Lyncontra, 5760 Wilshire Blvd., Los Angeles 36, Cal.





Genuine Colonial

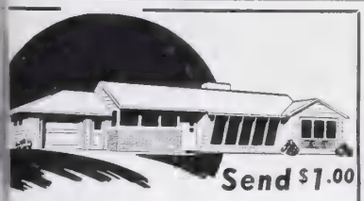
OVAL BRAIDED RUGS

Reversible, durable, heavy weight. Authentic reproductions. Can be dry-cleaned, vacuumed or swept. No rug pad needed. None finer made. Satisfaction guaranteed.

OLD COLONY All Wool		BAR HARBOR Cotton-Wool filled	
24"x36"	$ 7.95	24"x36"	$ 3.95
27"x54"	12.95	27"x54"	7.95
4'x6'	34.50	4'x6'	16.95
6'x9'	76.50	6'x9'	46.95
8'x10'	109.95	8'x10'	74.95
9'x12'	139.95	9'x12'	89.50

Burgundy, blue, red, green or brown on multicolor backgrounds. Postpaid. Orders promptly filled.

THE DERMAN RUG CO.
94 Main St., Watertown, Mass.



Send $1.00

FOR YOUR

DREAMHOUSE PLAN

...es . . . just $1.00 . . . for the plan to that ...ouse of your dreams . . . available now in ...ese never before published home plan books ...eaturing the very latest Ranch, Modern, Cape ...od and other home styles.

...rame construction or concrete block construc...on books available with hundreds of FHA ap...roved home plans designed for beautiful and ...conomical construction. Complete working blue...rints available for all homes shown. Send ...upon today.

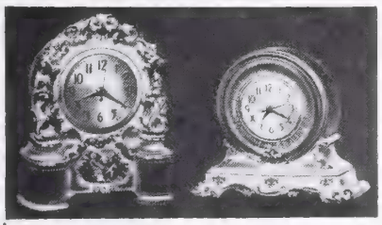
HOME BUILDING PLAN SERVICE
2454-V NE Sandy Blvd.
Portland 12, Oregon

...nclosed is ☐ $1.00, ☐ $2.00, for the new ...me plan books as indicated:
Frame Construction
Concrete Block Construction

...ame_____

...ddress_____

...ity_____ State_____



Antique Charm And Modern Design In A Perfect Blend

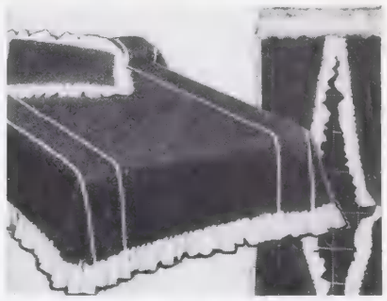
Enchantingly different . . . these unusual ceramic electric clocks add a charming and novel touch to any room. Sparkling white china hand-decorated in 24 karat gold trim and unique colorful designs. Famous Sessions guaranteed self-starting electric movements. Both the Colonial (at left) and Rhapsody (at right) are over 8" high. Indicate your choice when ordering and specify maroon or blue trim.

$22.50 postpaid Fed. Tax Incl. check or money order

LYNN SCOTT GIFTS-5F
98-40 64th Ave. Forest Hills, N. Y.

Color and material samples on request. Send for our catalogue.

SHOP by mail at COLTEN'S



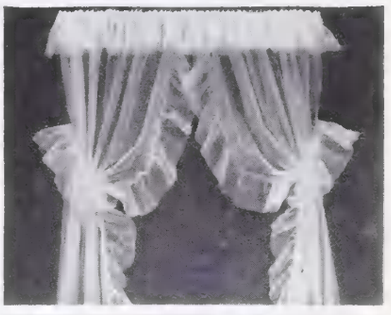
FASHION-WISE RUFFLED POPLIN bedspreads are sanforized and washable; in six exciting solid colors of pink, aqua, wine, yellow, powder blue or hunter green all trimmed with a perky 5" snow white poplin ruffle and piping. Twin spread 12.95, full spread 14.95, 2½ yd. draperies 12.95, sham 4.95, vanity skirt 10.95. Postpaid.



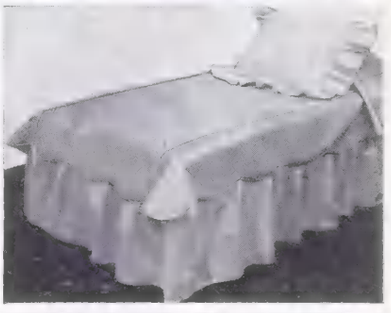
LUXURIOUS DRAW DRAPERIES of full bodied rayon, bengaline-faille are ready-to-hang, have 10 pinch pleats to the pair. Breath-taking solid colors of corn yellow, mint green, forest green, medium blue, rose-beige, rosedust, egg-shell, wine, grey, cherry-rose or chartreuse. Finished pleated width is 48" per pair. 54" long, 4.95, 63" 5.50, 72" 5.95, 81" 6.50, 90" 6.95. Postpaid.



HEIRLOOM COVERLETS of washable, ivory-white chenille. Graceful scalloped edges. Its the new trend in bedroom decor. Twin coverlet $9.95 . . . Full $10.95. COMBINE IT for a two-tone effect with a Chintz dust ruffle in solid colors of cloud grey, hunter green, powder blue, maize, cherry red, rosedust, or white. Dust ruffles are 8.95 in twin, 9.95 in full sizes. Postpaid.



SUN-RESISTANT "ORLON" CURTAINS of DuPont's miracle fabric that can't be injured by the sun. Wash easily, dry fast, require little ironing, maintain shape, won't shrink. They're an extra wide 100" per pair with lush 6" double full, picot edge ruffles. Soft ivory shade. 63" long $15, 72" $17, 81" $19, 90" $21, 90 x 188 double width $38. Postpaid.



MIX-or-MATCH Everglaze Chintz dust ruffles and quilted coverlets are practical, style-wise, precisely tailored. In 7 mixable, solid colors of cloud grey, hunter green, powder blue, yellow, cherry red, rosedust, or white. Dust ruffles are 8.95 in twin, 9.95 in full sizes. Coverlets are 13.95 in twin, 15.95 in full. Pillow sham 4.95, ruffled 90" drape 10.95. Postpaid.



MONOGRAMMED SHOWER CURTAINS of heavy bodied rayon taffeta are water-repellent, mildew-proof. Choose one color for the 12" monogram, one color for the curtain from hunter green, water green, yellow, peach, wine, grey, flamingo, white, black, rose, red, royal, ice blue. Curtain 6 x 6 ft. with monogram is 10.95. (Monogram on right side with last initial centered). Matching 54" long, ruffled window draperies, 6.95. (Not monogrammed). 3 weeks for delivery. Postpaid.

COLTEN'S

Write MISS SMITH
1351 BEACON STREET
BROOKLINE 46, MASS.
Established 1921

"One Of America's Finest Home Furnishing Specialty Shops"



"Richelieu" "Ribbon and Crochet"

CRUSH THEM! BEND THEM! STRETCH THEM!

New! PLASTEXTURE PLACE MATS

In 3-dimensional Patterns simulating Hand Crochet and Embroidery Designs

Never Lose Their Shape — Lie Perfectly Flat — ALWAYS!

In perfect taste in any setting, they're ideal for formal and informal dining. Long-lasting, easy to keep clean—just wipe with a damp cloth or wash with the dishes. No tedious laundering or ironing to tire you! Unconditionally guaranteed not to curl up or roll. Your choice of "RICHELIEU" or "RIBBON AND CROCHET" patterns.

12 EXCITING DECORATOR COLORS: Black, White, Red, Yellow, Chartreuse, Light Green, Pink, Hunter Green, Grey, Flamingo, Aquamarine or Brown.

And to handsomely offset each mat, a 17" x 17" Spun Rayon and Cotton, merrow-edged Napkin in Red, Yellow, Dubonnet, Chartreuse, Light Green, Pink, Hunter Green, Grey, Aquamarine or Brown.

6 mats, 12" x 18", just **$4.95** postpaid
4 mats and 4 napkins, **$5.75** postpaid
Sorry no C.O.D.'s

FREE! We'll gladly send you swatches of mats and napkins on request.

SAVE MONEY... ORDER DIRECT

SADDLE ROCK RANCH P.O. Box 145 Great Neck, N. Y.

Miniature Flatiron Toothpick Holder



Hand decorated pottery replica in miniature of old fashioned Flatiron. Including supply of colored plastic toothpicks. **69c each**

2 for $1.25 Postpaid

Clown Toothbrush and Toothpaste Holder



Of gayly colored pottery. Give it to your child and there will be no further balking at tooth brushing time. Complete with brush and tube of toothpaste.

$1.50 Postpaid

Pottery "Scissor Nest"



It hangs on the wall and it's a perfect parking place for the family scissors. Keeps this constantly needed tool handy, but well out of reach of tiny fingers. Has hole in back—ready to hang. Of colorfully decorated pottery.

79c each

2 for $1.50 Postpaid



Windmill Egg Timer

One of the arms of the windmill is a tiny sand glass. Flip it over when eggs be-bin to boil, and you'll have perfectly-timed eggs. Of colorful pottery.

79c each

2 for $1.50 Postpaid

Write For **FREE** Catalog

L. F. BLACK & CO., INC.

99-16 Metropolitan Ave., Forest Hills, N. Y.

ELEGANT ACCESSORY CASES in Moire Silk Taffeta



Double Spectacle Case

There's glamour galore for your glasses in this good-looking case! Divided into roomy twin compartments, it has ample room for your reading and sun specs. Comes in wine, navy or green with contrasting lining—handsomely offset by a small gold fastener. So pretty to take "partying"! **$2.29** postpaid

Sewing Kit



Gay, good-looking and so well equipped! Fitted with 6 spools of thread, a quality scissors, pins, pin cushion, needles and thread. Has zippered opening. In wine, navy, gray, red, peach or blue with contrasting lining.

Makes a thoughtful gift. Just **$4.95** postpaid
JEWEL CASE (not shown) Same as above $3.95 postpaid
C. O. D. Charges Extra — Send for FREE giant catalog

SCHAFFER GIFT HOUSE Springfield, New Jersey



"FLORA-FRAME"

Displays Plants, Flowers

Make plants, flowers, decorative masterpieces for your walls! Shadow box frame with attached planter. Dull-finish plastic in black, red, chartreuse, forest green, bronze. 11½" x 13¾". Without plants. **2.95**

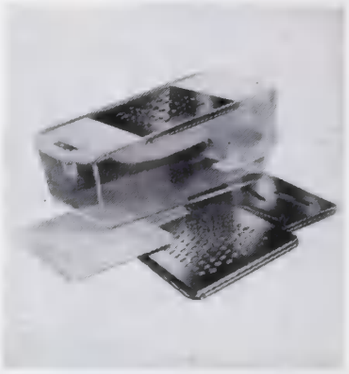
Artificial arrangement shown, 1.95

Price includes postage and packing charge.

The HIGBEE Company

Cleveland 13, Ohio

Window Shopping



GRATE IDEA. You'll shred green peppers for salad, grate cheese for a soufflé, slice crisp carrot sticks with this Stanfast kitchen wizard. The three shredders (fine, coarse, slice) are made of steel, fit into a plastic base that catches the shreddings, doubles as a food refresher for your refrigerator. 10½" x 3¾" x 4⅞". $2.59 postpaid. Order from Home Maker's Heaven, 73-04 37th Ave., Jackson Heights, New York.



LET THEM ALONE and your dishes will dry themselves if you use this dish-drying combination. Rubbermaid double capacity drainer with stand-up silver section allows dishes to dry without wiping. Rubber draining tray guides rinse water into sink. After washing, just rinse and sterilize with hot water. Then relax. White drainer with red mat $6.93 ppd. Tidwell Sales Co., P. O. Box 1994, Dallas 1, Texas.

(Continued on page 79)

POUR AND STRAIN WITH ONE HAND



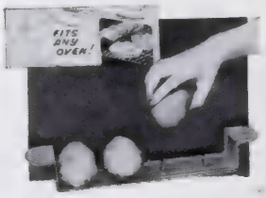
with **"STRAIN-LID"**

Just what you've always needed. Slips on your 1 to 3 qt. saucepan or up to 9 inch skillet. Strains vegetables, noodles, bacon grease, etc. Protects hands from scalding. Heavy aluminum. Postpaid..... **$1.30** Each

SATISFACTION ALWAYS GUARANTEED

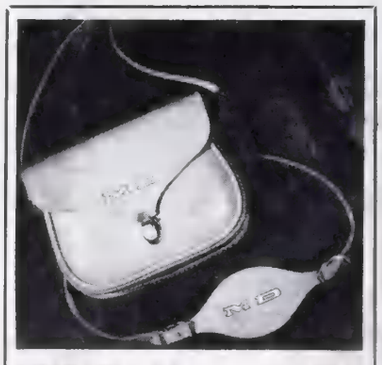
BAKE PERFECT POTATOES

No Burnt Fingers . . . No Burnt Potatoes



POTATO RACK . . . Holds Potatoes firmly. Prongs let steam escape. Aluminum alloy. Postpaid ..... **$1.00** Each

HOUSE of HARRIS Dept. B-3 4146 LANKERSHIM LANE NORTH HOLLYWOOD, CALIF.



INITIAL BAG and BELT

Made "personally yours" by simply placing gold-colored metal letters above the Presto Lock. Top grain polished Cowhide shoulder bag in suntan, brown, black, red, green, navy blue, parchment or bamboo.

Sizes 7½" x 6¾"—$5.00 (plus $1.00 tax) or 8¾" x 7½"—$7.95 (plus $1.60 tax). Adjustable belt $1.95 (no tax). INITIALS per set: 35c for two. 50c for three. Sold separately.

A "SPORT AGE" CREATION BY BONITA

$1.00 deposit on C.O.D.'s

Free Gift Catalog

Muriel Duncan

DEP'T HB-4 HADDON HEIGHTS, N. J.



6-pc. Steak Knife Value

only **$3.95** #360

You'll never have to saw away at meats with these razor-sharp, individual steak knives. They're made of the finest, stainless, surgical steel—hollow ground—with beautiful, imported, Rosewood handles. Each set packaged in a beautiful gift chest. Sent prepaid on money-back guarantee. Sorry, no C.O.D.'s.

NATIONAL MAIL ORDER CO. Dept. K

831 W. Washington Blvd. ▪ Chicago 7, Ill.

Send 25c for big catalog and gift gadget surprise

Beautiful to begin with . . . and all the way through!

FLOOR FASHIONS BY NAIRN

the quality Inlaid Linoleum!

Beauty you dream about! With Nairn Inlaid Linoleum you can create designs with new flair, new flavor! Not just monotonous every-day designs!

Beauty in action! Nairn Linoleum is resilient, restful underfoot — smooth, grease-resistant, and easy to clean. And the unique *duplex felt backing* cancels all worries about the buckling, cracking, and blistering that often mar ordinary linoleum when the wood floors underneath contract or expand as they normally do.

The last word in the beauty of Nairn Linoleum is — it's *doubly certified*. It's so fine, so long-wearing that both the manufacturer and your dealer certify satisfaction guaranteed or your money back! Could you ask for anything more to safeguard your floor covering investment?

NAIRN
SATISFACTION GUARANTEED OR YOUR MONEY BACK

NAIRN INLAID LINOLEUM

Only Nairn Linoleum has this patented *duplex felt backing*— look for it when you buy.

NAIRN LINOLEUM

Congoleum-Nairn Inc., Kearny, New Jersey, Makers of Guaranteed Floor and Wall Coverings
Nairn Linoleum · Nairn Asphalt Tile · Nairn Self-Polishing Wax · Congoleum · Congowall

©1951 Congoleum-Nairn Inc. "Nairn" is a registered trademark.

DULANE

original

Fryryte

AUTOMATIC ELECTRIC DEEP FRYER

An amazing variety of recipes

...so easy
so quick
so delicious

You'll enjoy preparing these and hundreds of other taste-tempting foods with Fryryte. So easy to use...just set the thermostat and Fryryte will cook it right—automatically.



GET A FRYRYTE—SOLD AT LEADING DEALERS EVERYWHERE

DULANE INC., RIVER GROVE, ILLINOIS



Crane fixtures bring you beauty in design—maximum utility—highest quality throughout. Typical of the many convenience features are *Dial-ese* Controls which operate at a finger's touch. See Crane Preferred Plumbing at your Crane Dealer or Crane Branch. For sale by the Crane Dealer in your locality.

CRANE COUNTER-TOP SINK (E-124)

CRANE CO., 836 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

PLUMBING AND HEATING • VALVES • FITTINGS • PIPE



Orchid SETS THE STYLE FOR SMART TABLES

The fashion-wise woman completes her costume with a carefully selected accent — a smart dash of color — an exquisitely set jewel. Beautiful hand-wrought crystal brings that same added styling to an attractive table setting. Its graceful lines complimented by a dainty, etched design, Heisey ORCHID *pattern is the perfect jewel-like accent for your own table ensemble. For your gala party occasions or your simpler everyday needs, choose charming* ORCHID *crystal at your Heisey dealer. A. H. Heisey & Co., Newark, Ohio.*

Heisey
HAND-WROUGHT CRYSTAL

THE FINEST IN GLASSWARE, MADE IN AMERICA BY HAND

Window Shopping

CONTINUED FROM PAGE 74

'URN ABOUT'S FARE **'LAY** when you have the new Lockaster" on your table. The ardwood stand, finished in blond, arly American, or mahogany, as a revolving susan. This is itted with a pair of clear glass uets for oil and vinegar, salt nd pepper shakers, and a mus-rd jar. 12" high. 7½" wide. 14.95 postpaid. Lockerman Prod-ts. 815 Palm Ave., West Holly-ood 46, California.



DESIGNING WOMAN will ve a creative field day with this hina Painting Kit. She'll deco-te everything from ash trays to nner plates *and* fire them for rmanency right in her own oven ith the Quikfire Wonder China int. Kit includes 7 paints, bot-e of thinner, brush, real china p and saucer, and instructions. ecorated cup not included. $4 d. Village Vendors, Box 4202, s Angeles 24, California.



HOW SCOW. Your young amp will develop into a regular peye if he eats his spinach m this plastic feeding dish. d to keep his dinner hot, just l the water-tight hull through e plastic funnel included with e set. Empty Chow Scow and e'll skim the waves in a small iddy's bath. With sailor boy ife and fork. $1.50 ppd. Order from Ett-Barr, P. O. Box 1FA, Pasadena 18, California.





For The Man

Who Has Quarreled With His Wife

Contrary to legend, it takes only one to make a quarrel . . . and the man is usually to blame . . . but it takes two to make up . . . and of course, you can't expect her to take the initiative . . . what we suggest is Atlantic City . . . but don't ask her about it, ACT! . . . wire for reservations and get the tickets . . . then say you guess you need a change . . . that's tacit to an admission of guilt . . . and be considerate on your way down here . . . and later a little stroll on The Boardwalk will effect that rapprochement which the Atlantic Ocean brings to spirits alienated by the irritations of town!

For additional information and Atlantic City's Blue Book write Department H

CONVENTION HALL

ATLANTIC CITY, N. J.

The Most Notable Event in

HOME DECORATION

in more than a decade



Here is an exhibit that does more than show beautiful Grosfeld House furniture in individual room settings. Here is an exhibit that gives you hundreds of new ideas in the dramatic use of color, fabrics and decorative accessories as well! You'll want to spend hours browsing leisurely through the exhibit rooms . . . you'll want to come again and again . . . and indeed you are cordially welcome to do so!

As always, Grosfeld House furniture may be purchased only through accredited decorators and dealers.

What You'll See At The Grosfeld House Exhibition

Three Complete Exhibit Houses in Modern

"HOUSE OF VISION" *by* Virginia Conner Dick
"INSPIRATION HOUSE" *by* Hans H. Lüttgen
"HOUSE FOR MODERNS" *by* Breger-Salzman

Period and Contemporary Rooms by

Estelle B. Behr-Florence Ferguson
Edith Gecker
Lorin Jackson
Gertrude Jarvis
Melanie Kahane
J. Wilbur Kelley
William Gardner-Meek
Joseph Mullen
Muller-Barringer
Elizabeth Peacock
Evan Tudor
Ralph Van Hoorebeke
Oscar O. Widmann
Many others

and throughout the Exhibit Rooms...
FIRTH OF ENGLAND CARPETING
distributed in America solely by Grosfeld

Masterpiece

of music, style and beauty



Magnificent is the word for Magnavox,
the ultimate in radio-phonograph engineering
exquisitely housed in cabinetry of heirloom quality.
Exclusive design permits addition
of Magnavox big-picture television

Illustrated, The *Imperial Windsor*
Radio-Phonograph

Better Sight . . . Better Sound . . . Better Buy

the magnificent
Magnavox
television-radio-phonograph



DRAWING BY FRED ENG

What makes a melody popular?

By Richard Williams

At midnight in your room at college you discoursed on what genius is. You no doubt quoted Carlyle as saying that genius is the infinite capacity for taking pains, though, as a matter of fact, he said no such thing. What he did say was: "Genius. . . . means the transcendent capacity of taking trouble."

Misquoting or not, your discussions of the nature of genius led to no conclusion. How could they? Yet the question you then tackled is relatively lucid, compared to one opaque question which has been puzzling musicians ever since the first Lydian tune wafted o'er the isles of Greece. That question is: What makes a melody popular?

It looks simple at first. A melody becomes popular, we are told, when it is singable. No doubt that singability has something to do with popularity. If you can sing, hum, or whistle it, you like it. That is true of "Old Folks at Home" or "La donna è mobile" or "She'll Be Coming 'Round the Mountain" or "O Tannenbaum!": of "Sweet Betsy from Pike" or "O sole mio." It is not so true, however, of Grieg's "I Love Thee," with its rather monotonous melody, yet this is probably the most popular love song ever written. It is not true of "The Lost Chord," not true at all of Carmen's "Habañera" (very difficult to sing) or "Deep River" or Handel's "Largo," which one of the characters in Thornton Wilder's charming play, *Our Town*, describes as being the one piece of music that everybody in our town really knows.

Nor is it possible to arrive at the answer by criteria of quality. That wouldn't help us, anyway. To say that a popular melody is popular because it's good is too loose a definition. It isn't true, either. Some of the perennials in music *are* melodies of great worth and beauty, but others are not. Massenet's "Elegy" is not; "Oh Promise Me" is not, and Liszt's "Liebestraum" is not. But Brahms's "Lullaby" is. And so is Chopin's "Polonaise in A-Flat" and the "Lorelei" and the spiritual, "Sometimes I Feel Like a Motherless Child." You can prove that popular melodies range from saccharine, slobbering tunes to music most aristocratic and reserved. At any rate, quality—good or bad—is in itself largely a matter of opinion.

The popular song-writers say that the successful song combines the ordinary with the unusual. It contains both the expected turn of phrase (often repeated, to make it sink in) and some scoop or twist or snatch which comes as a surprise and sets the song apart from the run of the mill. Possibly so. But this formula can be shown to have as many exceptions as German grammar.

Neither "Some Enchanted Eve-

(*Continued on page* 168)

Choose Kling's NEW HAWTHORNE GROUP

for Lasting Loveliness



The soft, glowing beauty of *solid* maple gains new richness year by year. And the authentic, traditional design of the *New Hawthorne* suite is always in style. Use modern or early American decoration and accessories. The *New Hawthorne* Group combines perfectly with either.

Patented, non-sticking drawer guides . . . All drawers full depth for laundered shirts . . . Frame work and drawer bottoms glue-blocked and dust proofed . . . Bed has flat, revolving casters . . . Easy-to-care-for lacquer finish . . . Open stock, of course.

See the lovely *New Hawthorne* suite at your favorite store. It is priced to fit comfortably in even a modest budget.

Send 25¢ in coin (no stamps, please) for the big, new, illustrated booklet "Your Bedroom and You". Contains a wealth of helpful suggestions on bedroom decoration and arrangement. Address Dept. HB-4, Kling Factories, Mayville, N. Y.

KLING
BEDROOM FURNITURE

KLING MEANS 

MAPLE, MAHOGANY AND CHERRY



RUSCO

COMBINATION SCREEN and STORM SASH DOORS and PORCH ENCLOSURES

MADE OF ARMCO METAL

Guaranteed by Good Housekeeping



RUSCO ARMCO-METAL "PICTURE WINDOW" DOOR . . . the combination door you've always wanted! Won't warp, swell or bind. Gives the ultimate in visibility, ventilation, protection and beauty.

Proved by 14 years experience and over 6,000,000 satisfactory installations. When you buy Rusco, you buy products backed by a written guarantee. There is no substitute for experience and dependability.

RUSCO EXCLUSIVE FEATURES:

- Magicpanel® Ventilation
- Positive Automatic Locking in All Positions
- Added Protection Against Prowlers
- [illegible]
- Scientific Breathing Action
- Positive Sill Drainage
- Patented Thermolok* Closure Frame
- [illegible] Safety Screen

*T. M. REG. APP. FOR

THE F. C. RUSSELL COMPANY • **Department 1-H41, Cleveland 1, Ohio**

World's Largest Manufacturer of Combination Windows

Gentlemen: Please send me illustrated literature on Rusco Windows and Doors, and name of nearest distributor.

Name_____

Address_____

City_____ Zone____ State_____

I own my home ☐ I plan to build ☐



Mail coupon or call your local RUSCO Man. He will tell you and show you all the personal and property benefits RUSCO-exclusive features give you.

It's Worth MENTIONING

By Julie Polshek

Plug a Vocatron into a wall outlet an extension suffices) in the two ooms you want connected and, ke that, you establish 2-way com- unication. You can move this ame inter-com system anywhere the house, or "tie" it to a de- ached building as far off as a mile. 's not a radio transmitter and it y-passes interference that those ick up. Weighs 4 pounds. $79.50. pair. Hammacher Schlemmer. ew York, N. Y.



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



OTOGRAPHS BY FRED LERNER

Now any refrigerator can keep butter at spreading consistency, no matter how frigid its over-all temperature. Dulane's Butteryte maintains it at any consistency you dial. Safe from food odors, too. Latched, self-lowering door keeps the status of the butter visible. Hang or stand it, plug it into an outlet, and it's installed. Cord doesn't affect sealing refrigerator door. Capacity, 1½ lbs. $14.95. Hammacher Schlemmer, N. Y. C.

t last, a steam iron that *shows* e status of its water supply. The lastic reservoir is only one of any virtues pertinent to the role steam in Proctor's new dry-or- eam Never-Lift. It uses tap water, kes on water while it's plugged converts it to steam by drops; lts the process as toe lifts it- lf for idling; veers "like that" tween dry and steam ironing. 22.90. Proctor's Hi-Lo table with rd-Minder. $17.90. Stern's, N.Y.C.





The Cohasset Colonial kit from which this handsome ladder-back chair stems, in common with the others Hagerty's produce, creates an exact, beautifully handcrafted replica of a museum piece. The precision cut of the ready-to-assemble parts, plus detailed directions, enable even a novice to carry through. The satin-smooth wood is ready to finish as you choose. $9.95, including fibre-rush for woven seat. Hagerty, Cohasset, Mass.

(*Continued on page* 85)

PLAYTEX WORLD'S SLEEPINGEST PILLOW NOW PROTECTS YOUR FAMILY WITH THIS 8 POINT GUARANTEE!



NO OTHER PILLOW, foam or feather, gives you this Gold Seal guarantee. No other pillow offers your family such luxurious nighttime rest. For health and comfort, see the PLAYTEX Pillow. You'll marvel at its lightness, its buoyancy. Press it against your cheek. You'll agree, it's cooler, more soothing than you ever imagined a pillow could be. And you'll know why PLAYTEX is called America's greatest pillow value!



Top quality—always! PLAYTEX pillows are made of first-quality latex, covered with longer-lasting, Sanforized pillow cases. These scientifically designed pillows are amazingly dust, allergy and mildew-free . . . more reasons why they are America's best-loved pillows!

CHOOSE YOUR FAVORITE PILLOW HEIGHT!



Regular Height Pillow, in white, pink, or blue extra-fine Sanforized cotton cover **$9.95**

Extra Plump Pillow, in white, pink, or blue extra-fine Sanforized cotton cover **$10.95**

Also luxurious non-slip rayon satin covers or concealed zippers, slightly higher.

Beautifully gift-packaged. At department stores, furniture stores and sleep shops, everywhere

For every occasion . . . no gift compares with the gift of sleep!

ON CBS-TV
Nationwide Network
PLAYTEX PRESENTS

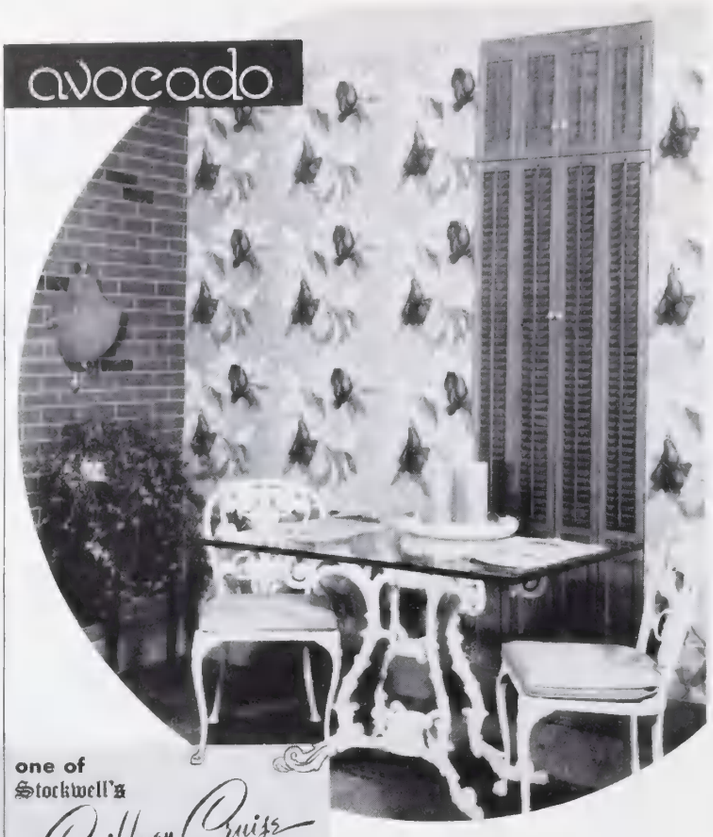
Fashion Magic

Top afternoon entertainment starring ILKA CHASE (See local papers for time and channel)

INTERNATIONAL LATEX CORP'N. ©1951 Playtex Park Dover Del.
PLAYTEX LTD. Montreal, Canada

Makers of famous Playtex Girdles and Playtex Baby Needs

avocado



one of
Stockwell's
Caribbean Cruise
WALLPAPERS

Romantic backgrounds that are
high style and delightfully
different . . . Send 25c today
for illustrated brochure.

C. W. Stockwell Co.
CREATORS OF "Trend of the times Wallpapers"
2142 WILSHIRE BOULEVARD • LOS ANGELES 5, CALIF.



PHOTOGRAPH BY MAYNARD PARKER

• Most plant materials go together. Here we have combined swamp-grown cattails, roadside weeds, and seed pods with Hawaiian woodroses. Woodroses can be saved from year to year.

FLOWERS THAT WON'T WILT

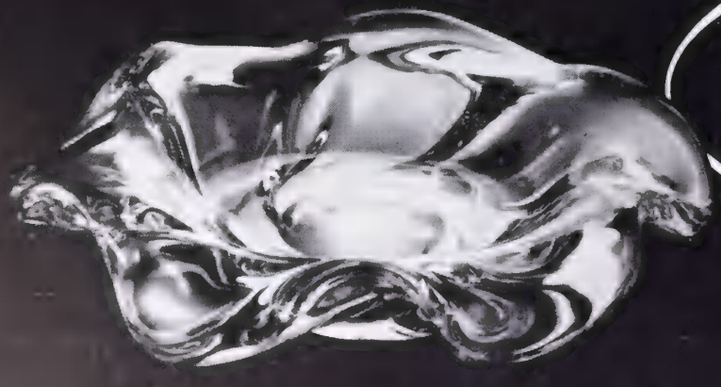
You can collect seeds pods, flower heads and interesting branches in the fields and roadsides. These are ideal for "arrangements that won't wilt." If you wait until they dry out naturally, all you have to do is gather them. You'll find that they are quite durable. If sti green, hang them in a dry plac for a few weeks.

Your own imagination is th only limit to the number of design you can make. The arrangemen shown here is by Laura McVay.

'WHIRLPOOL' BOWL

You'll never tire of looking into the depths of 'Whirlpool,' one of Edwin Öhrström's finest handshaped pieces. Such beauty and unusual design are found in all Orrefors crystal—decorative objects and stemware alike. At better stores everywhere.

Width 11". About $27.50.



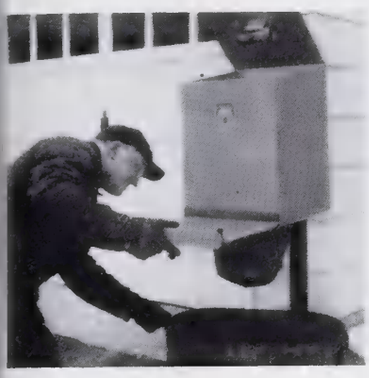
ORREFORS

ORREFORS SWEDEN

U.S.A. Representatives:
EAST—Fisher, Bruce & Company
221 Market Street, Philadelphia 6, Pa.
WEST—Zacho, 3157 Wilshire, Los Angeles 5, Calif.
The illustrated Orrefors booklet, with the name of your nearest retailer, will be sent on request.

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 83



Garbage Safe's sliding trap door simplifies the collector's life. Its other assets simplify yours. The trim gray unit keeps its contents safe from the many mishaps that normally beset refuse cans. It's raised from the ground's dampness and gives you access without need to stoop or wrestle with a cover. Hinged lid can't go astray or blow off. Safe and mounting bracket are heavy steel. $12.50. C. & J. Industries. Moline. Ill.



No refrigerator container on the market approaches the astounding food-keeping feats achieved by the hermetic vacuum seal of the Silex Press-2-Seal Fresherator. It keeps berries fresh for 14 days; celery for 20; cooked meat for 10; stows assorted food in same jar without mingling flavors. Rubber-and-aluminum lid seals and opens stackable glass jars in a jiffy. Set (1 ea., 8-, 32-, 48-oz.) $2.95. Wanamaker's, New York, Philadelphia.



Notice particularly how Dor-File's Ad-A-Shelf lets you retain between-shelf headroom in one area and double its storage capacity in another, according to the height of things stowed at each point. A double-slot hole at each end of the deep, rear apron enables you to remove and replace the aluminum shelf at will. It gives heavy loads a strong haven. 15″x7½″. $1.49. Miles Kimball Co., Oshkosh, Wisc.



The cutting indicator atop the knob of Wear-Ever's easy-to-use Cooky Press makes sure that all cookies of a given design are identical. An easy half turn, also arrow-indicated, cuts them off speedily and ever so cleanly. Side handle of the capacious, stain-resistant aluminum press affords a comfortable, steadying grip. $2.50. (12 designs and recipes). Lipped Wear-Ever Cooky Sheet (17″x14″). $2.50. Lamberger's, Newark, N. J.



What young hobbyist wouldn't spark to this work bench? To say nothing of adult putterers who haven't a workshop! The adjustable height of Lennox's Hi-Lo Hobby-Master (25″ up to 30″) enables it to serve either need, and to grow as Junior grows. Tool rack, 16″ x 30″ plywood top, drawer, shelf provide work and stowing space. Sturdy metal bench is red. $10.95; $12.95 with vise, Ward Phillips Co., Dundee, Ill.

(*Continued on page* 150)

Just try the smooth top...

Serta

"Perfect Sleeper"

AMERICA'S FINEST SMOOTH, MOST SOOTHING MATTRESS!

Try it... You will instantly discover that particular "Perfect Sleeper" feeling* ... a smooth, soothing, more relaxing comfort ... found in no other mattress.

*Serta Smooth-Top Construction *Vitalized Coil Cushioning *Uni-Matic Innerspring Unit

GUARANTEED—against any defects caused by faulty materials, workmanship or construction. Fine Serta Mattresses and Box Springs, $49.50 to $99.50 ... also with Serta-foam by Firestone ... at better stores from coast to coast.

SERTA ASSOCIATES, INC. Chicago, Illinois







you sleep on it ... not in it!

Look for the "Perfect Sleeper" Hand



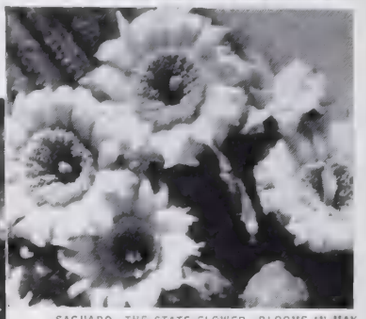
IN ARIZONA'S SPRING, FORESTS OF JOSHUA TREES BURST INTO CREAMY BLOSSOM

THREE PHOTOGRAPHS BY JOSEF MUENCH



BARREL CACTUS BECOMES A CROWN OF BLOSSOM

DUNCAN EDWARDS FROM WESTERN WAYS



SAGUARO, THE STATE FLOWER, BLOOMS IN MAY



FLOWER-STUDDED CACTI CARPET THE DESERT

How to leave home and like it

By Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

To the initiate, any month in Arizona's sun, sand, and saguaro country is perfect, but April is more so! One handy advantage is that most Valley of the Sun ranches and resorts remain open until May 1, many of them on end-of-the-season rate reductions. And, in general, reservations are easier to get, except during Rodeo Week at Phoenix. But the real excitement is that April is the month when the tawny desert bursts suddenly into one of the most awe-inspiring displays of bright-colored springtime bloom in the world.

How much bloom, and where, according to the Desert Botanical Garden at Tempe, depends on the spring rains. But local inquiry will reveal that there is always some bloom, somewhere. Before you set out to find it, especially if you want to take pictures, note:

Day flowers open only on sunny days, between nine and ten in the morning, and close as soon as shadowed. It may take them an hour to reopen even after a passing cloud. Night flowers open after sunset, about eight to nine in the evening, later on hot days, and close about eight in the morning, except for the saguaro, which makes up for waiting until May to bloom by remaining open until noon, and on cloudy days even later.

Diversion

Nor does the Valley of the Sun season dwindle to a slow close. April produces some of its most unusual things to do and see:

Outstanding is the World's (*Continued on page* 131)

Charm,
simplicity; true elegance—
this is

Lasting Spring

in

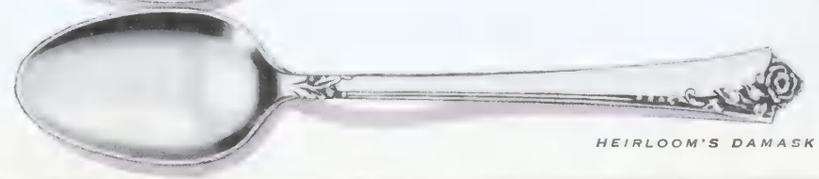
Heirloom Sterling

Memorable engagement party . . . Heirloom Sterling's Lasting Spring*, romantically beautiful, on pink damask, with tiny symbolic gifts showering from pastel umbrellas

The bright promise of tomorrow begins here—with the proud luster of this solid silver, gleaming symbol of a happy new home. Like a perfect marriage, your Heirloom Sterling grows more beautiful with each passing year—even a hundred years of constant use can't wear it out! Heirloom* Sterling's greatly loved patterns are young in spirit, famous for freshness, originality. Start *your* Heirloom Sterling with just two place-settings if you like . . . add more later. Ask your jeweler about easy-payment terms!



HEIRLOOM'S MANSION HOUSE*



HEIRLOOM'S DAMASK ROSE*

*Trade Mark. © 1951, Oneida Ltd., Oneida, N.Y.



These are the new Blended Rugs...

The Most Exciting Carpet News in a Decade

You'll want to know more about these new carpets, made with the magic fibers especially engineered for floor coverings. These carpets have been produced by America's leading manufacturers to give you top serviceability and quality. They're featured in a wide variety of exciting new decorator colors and weaves that will add charm and distinction to your decorating plans.

Celanese Corporation of America, 180 Madison Avenue, New York 16.

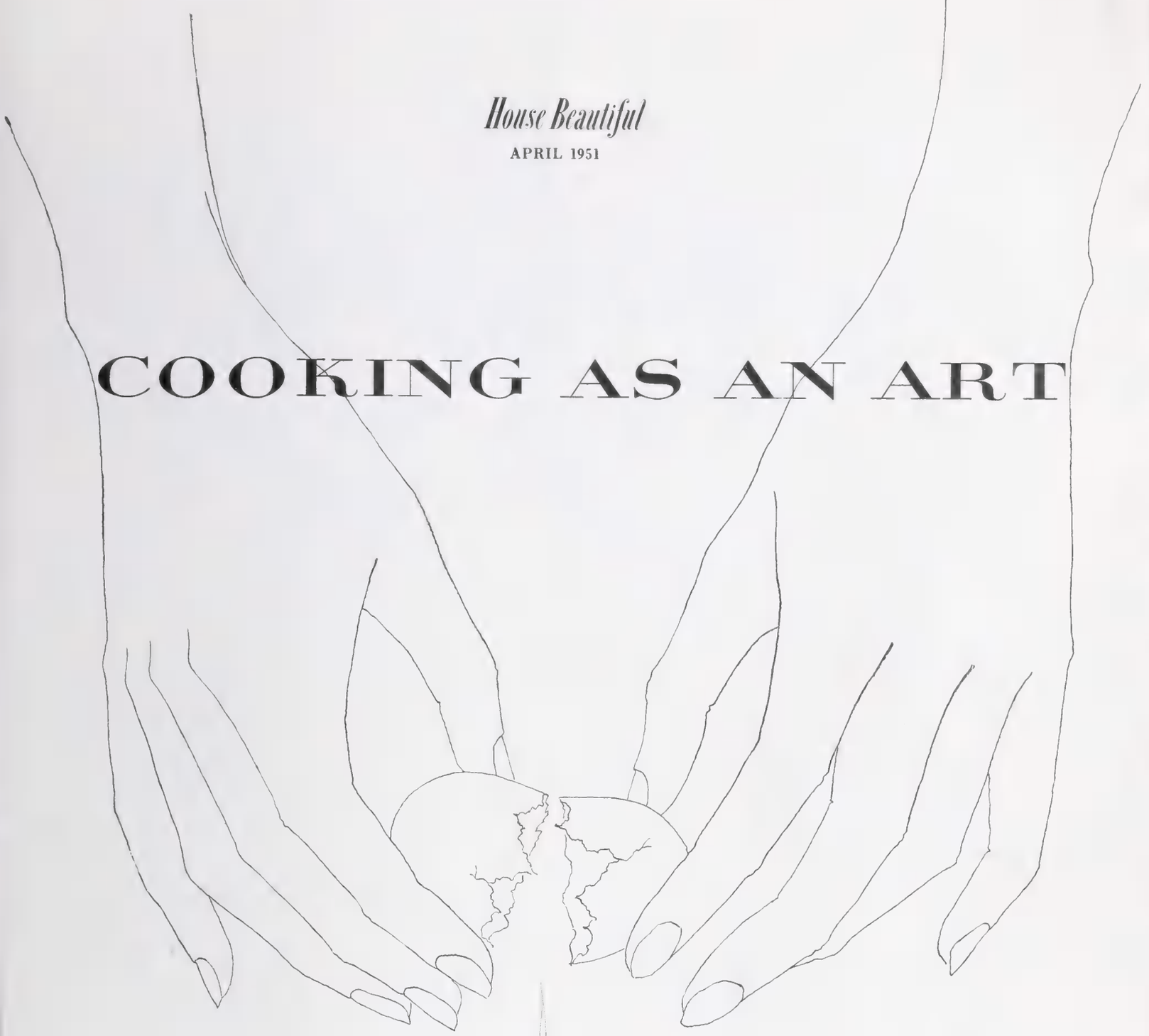
Celanese*

ACETATE RAYON STAPLE FIBER

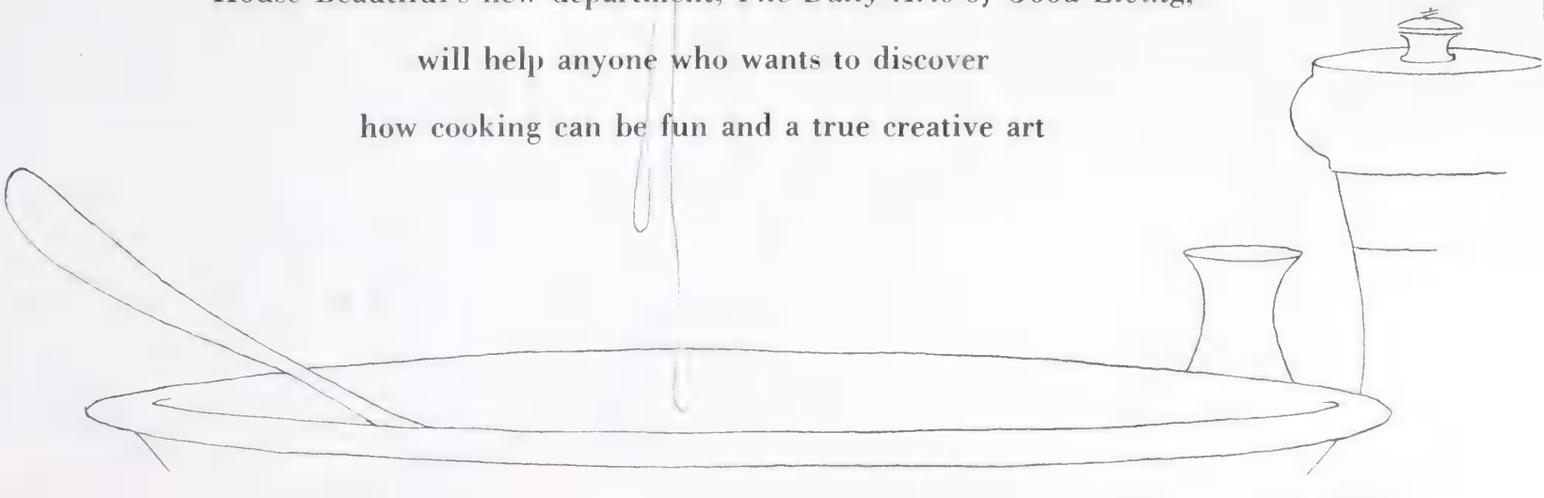
*Reg. U. S. Pat. Off.

House Beautiful
APRIL 1951

COOKING AS AN ART



Woman's greatest chance to enjoy the pleasures of being creative awaits her in the kitchen. But this pleasure will not be given to those who slavishly follow the recipe. House Beautiful's new department, *The Daily Arts of Good Living*, will help anyone who wants to discover how cooking can be fun and a true creative art



COOKING AS AN ART

The Daily Arts of Good Living



By Jean Harris

American homemaking is entering a new phase.

The real emancipation of women, which was regarded for so long as political and legal, has really been brought about by the food processing industry. The many thousands of processed foods, which are available everywhere, have brought the American woman a freedom never dreamed of by the suffrage crusaders.

Yet this new freedom has come about so gradually that its nature has not been fully grasped. We have not yet clearly seen it for what it *really* is. We have not learned how to use it. We know it has offered freedom from work. But we have not discerned the bigger meaning: that it offers us the chance to be creative. Instead of the endurance test it once was, a stream of three good meals a day has become a chance to express oneself, to be original and inventive.

This chance to become a creative artist has come about because science and industry have revolutionized food. They have taken the dirt, heat, smoke, and smells right out of the kitchen. If we shop right, the hard work of food preparation is done before the food reaches us. This gives a freedom and creativity to meal-getting that was impossible when cooking was a dirty, laborious job.

Here is a new situation—a situation which calls for revising our basic ideas about cooking and eating. It calls for a whole new evaluation of domesticity, its joys, its blessings, its opportunities. This new situation takes the housewife and cook out of the class of laborer and drudge, and puts her into the class of an artist, of an educated person calling on the multitude of resources of her times. It lets her practice cooking as an art instead of as a pressing necessity.

One of the aims of HOUSE BEAUTIFUL'S new department, *The Daily Arts of Good Living*, is to show how cooking may be practiced as an art. (*Continued on page* 94)



It's an art to have many variations on the same basic food




Shrimp salad
RARE RECIPES
MAYONNAISE
Shrimps a la Newburg
AMONTILLADO
ROMATE
N.P.U.
SHERRY
Shrimps a la marinera
GRAND VIN de BORDEAUX
BORDEAUX
André de Montgrand
FLOUR
SALT

It's an art to borrow the seasoning practices of other nations



COOKING AS AN ART
(continued)

The Daily Arts of Good Living



Cooking as an art is not a matter of following directions. Rather it is a matter of understanding *why the* directions say what they do. When cooking consists of blindly following a printed recipe. doing everything by rote, it cannot be fun and enjoyable. And it certainly does not produce inspired meals or joy in the preparation thereof. In fact. the cook whose eyes never look beyond the printed recipe is chained to dreary repetitiousness just as much as any slavey-girl of a 100 years ago was chained to the whims of her mistress.

The slavish following of the tested recipe will never convey the hang of the thing called cooking. The very first step



toward making cooking an art is to stop thinking of recipes as sacrosanct. The propaganda to make women revere the tested recipe is probably one of the main reasons why present-day cooking seems so boring and mindless.

If you are saying, "I'm not the creative type," I must contradict you. Everybody—but everybody—has creative urges. You just haven't had the chance to let yours show themselves. The public attitudes of the last 20 or 30 years and the propaganda of the domestic science trade have not been conducive to letting imagination and creativity develop to the point where you could see them. But women have always been creative about food all through history, at all levels of culture, in all nationalities. And don't believe anybody who tries to tell you differently!

"But what good is being creative?" you say. "Doesn't that only make it more work?"

No. Any woman who keeps house knows how flexible one needs to be to run a home with any kind of success and flair. You must know how to change your tactics and your menu quickly, should the occasion or the emergency require. Sometimes you need to be able to turn out a meal when "there is nothing in the house." Other (*Continued on page 97*)

It's an art to compound two existing recipes to make a new recipe



Cranberry Cake icing

Cranberry jelly with apple sauce



COOKING AS AN ART
(continued)



times, the emergency is nothing more than the fact you are tired and want a repertoire of easy dishes to fall back on so that the meal will not suffer.

What good is it to know how to make the most divine dish (guaranteed to turn any meal into an occasion), if your problem is to be expected suddenly to serve four lamb chops to *four* people instead of to *two?* Only if you can improvise —put on a good cooking performance on the spur of the moment, without preparation or notes—can you call yourself a creative cook. *To do this you must know how to cook from principles*—not *formulas*. You need to stop cooking by rote and become a creator. This is what good cooks have always done. Once you catch on, it is the easiest way and the most enjoyable way.

Being a creative cook is less difficult than you think. It is like learning to ride a bicycle. The finished performance looks difficult. But after all, so many people do it, it can't really be hard. If you have someone support you until you get the trick of balancing, you will suddenly discover that you are managing alone. So it is with cooking. Begin creating in a small way. Use inexpensive materials at first. Go slowly until you get the hang of it. You will surprise yourself.

Good training for your imagination is to enlarge your horizon. Knowledge of *what other people have done* (the international cuisine) frees you by breaking up the traditional associations you have about foods. For instance, lamb and mint sauce are not inevitable partners. Lamb and rosemary are equally good. In dozens of countries lamb is made delicious with eggplant, garlic, and olive oil.

In Boston, beans appear with salt pork and molasses. In Paris with bacon, an herb bunch, some butter and red wine. In Guadalajara they are prepared with peppers, onions, tomatoes, orégano, and cheese.

The more you know what has been done, the more combinations you will be able to try. Food is a fascinating subject when viewed through the eyes of the scientist, historian, traveler, artist, but very dull to the kitchen drudge.

Another way to free the imagination is to stop believing recipes are inviolable. Most dishes of the same name can be prepared in different ways, although some are varied more easily than others. It's easy to learn when to tamper with a recipe and when not to. Be more respectful of the recipe for a sponge cake than of the one for a casserole, for it is dangerous for a beginner to upset (*Continued on page* 203)

How to invent a new dish

To make cooking an imaginative art you need to be able to transpose from one national cuisine to another—as a musician transposes music from one key to another. Here's how to use the principles of Indian curry on American hamburger and get a brand new twist on an old favorite

By Virginia Stanton

There's no sport that can hold a candle to my favorite pastime of thinking up new recipes.

I look at it this way: If I feed my family three monotonous meals a day, all I'll accomplish will be nutritious boredom. I'll bore not only them but myself, either of which is pretty bad. Besides, mealtime is the best part of family life, where "togetherness" reaches its peak. I have found that, if the meal is interesting, exciting, and never weighed down with clichés, our family rapport is increased. I must admit, too, that it is more fun for me to cook for a breathless audience than an indifferent one. And the best way to keep them breathless is to avoid repetitiousness like the plague. I am even wary of repeating great successes too often, for familiarity breeds contempt, just as much with food as with other things.

Turning to a new page in a cookbook is not the way I solve this problem. It would produce variety, but it wouldn't be fun for me. Liking to cook is one of my *(Continued on page 179)*



Give a commonplace like hamburger the exotic come-on of a curry supper. The trick is to borrow not the flavor but the *principle* of curry—the meat-in-sauce-on-rice idea, and the piquant protocol of assorted condiments. On the terrace of Mr. and Mrs. Sanborn Griffin, hamburgers and rice are kept hot in French casserole-stoves from Hammacher Schlemmer, then served in Chinese rice bowls. These and the condiment dishes, filled with relish, chopped onion, pickles, and the usual hamburger "works," from China Importing Company. Service plates are ovenproof metal Stedeware. Sterling, Gorham's "Old French." Furniture, Edward Luker.

PHOTOGRAPH BY LESLIE GILL



PHOTOGRAPH BY MAYNARD PARKER

To be creative when you cook,

you need to know *why* you do *what* you do.

You need a big frame of reference. For example, here's the



necessary frame of reference about Eggs

By Jean Harris

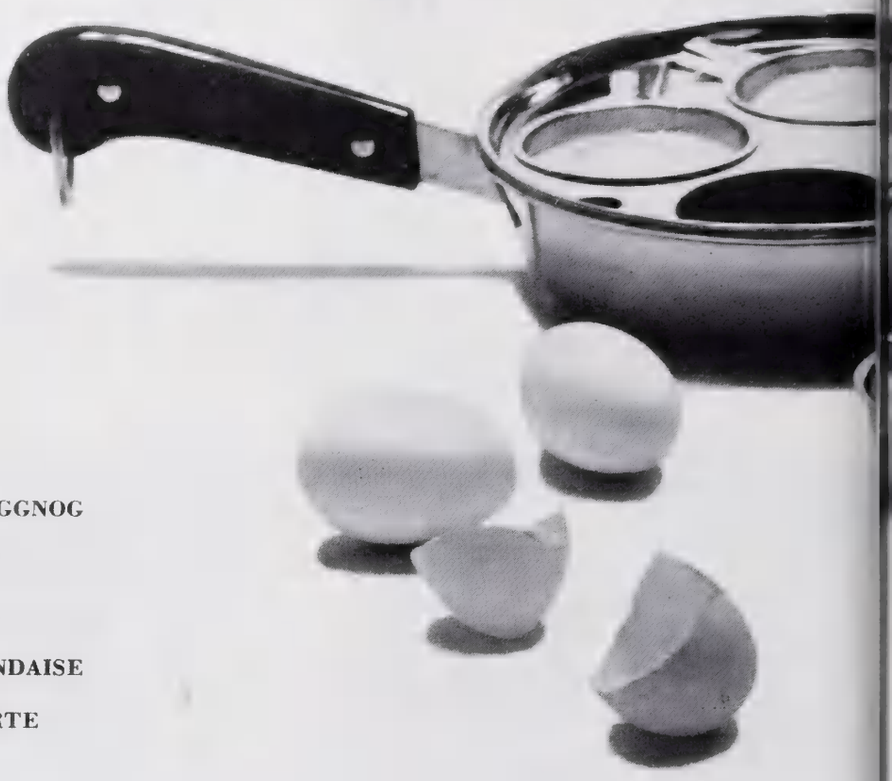


If you were planning to drive from coast to coast, you would start by getting a road map of the whole United States and calculate the best over-all route. Not until you had analyzed all the over-all possibilities and chosen the best route for your purposes would you get out the big-scale maps and get to the details of *which* roads are expressways and which will take you past the best scenery.

The average cook is somewhat in the position of a person trying to drive from coast to coast with a multitude of little maps but no big over-all general map to give perspective to the detailed maps. Recipe books, which are the detailed maps of cookery, are necessary for the final stages of meal-getting. But they can create confusion at the planning stage when the choices must be made about *which* foodstuff to work with. Before you can pick the right recipe for the menu, the amount of time and energy you have, the amount of money you want to spend, the other supporting ingredients which you must have on hand, you need perspective about all the hundreds of possibilities inherent in each foodstuff. In short, you need to be able to see basic foods in the biggest possible frame of reference, in order to have complete freedom of action when you are considering using it.

House Beautiful's new department, "The Daily Arts of Good Living," will endeavor to give, each month, this kind of over-all perspective. For instance, here is the big, over-all frame of reference about eggs. Some of it you will undoubtedly know. But we wager you won't have realized how fantastically versatile it is possible to be with an egg.

Undoubtedly, you know that the flavor of the egg blends with almost anything. Eggs are used to thicken, to leaven, and to bind other foods. An egg is as simple, and as easy to spoil, as a high-school girl. If you know even half there is to know about eggs, you'll never be at a loss. You (*Continued on next page*)



can get a meal to suit any situation, from the most relaxed to the most formal—whether it be day or night. Eggs are the cook's best friend.

Here are the names of some of the dishes made with eggs. See if your friendship with this important food has been as rewarding as it should be.

Cook in shell in water = **BOIL**

Cook in water without shell = **POACH**

Cook without shell in fat = **FRY**

Beat and fry = **SCRAMBLE**

Cook without shell in deep fat = **FRENCH FRY**

Cook without shell in ramekins = **BAKED EGGS**

Beat raw with cream and/or wine, freeze = **FROZEN EGGNOG**

Beat whites raw with fruit juice and freeze = **SHERBET**

Beat whites raw with fruit juice and gelatine = **SPONGE**

Beat yolks, cook with butter and lemon juice = **HOLLANDAISE**

Beat whole, cook with sugar, nuts and/or crumbs = **TORTE**

Beat whites, cook with sugar and nuts = **MACAROONS**

Beat whites, cook with sugar = **MERINGUE**

Beat yolks and cook with wine = **SABAYON**

Beat raw with cream and/or wine = **EGGNOG**

Scramble, but with a skin = **OMELETTE**

Beat raw with oil and lemon = **MAYONNAISE**

Beat whites raw with fruit = **WHIP**

Boil, steam or bake with liquid = **CUSTARD**

Cook with milk, sugar and freeze = **FROZEN CUSTARD**

Cook with milk, sugar and filling = **CUSTARD PUDDING**

Beat, mix with cream sauce and cook = **SOUFFLÉ**

Cook with flour and sugar = **SPONGE CAKE**

Cook with flour, sugar and milk = **SPONGE PUDDING**

Cook with flour and milk = **BATTER**

Cook batter in fat = **YORKSHIRE PUDDING**

Cook batter in special irons = **POPOVER**

Cook batter in special irons = **WAFFLE**

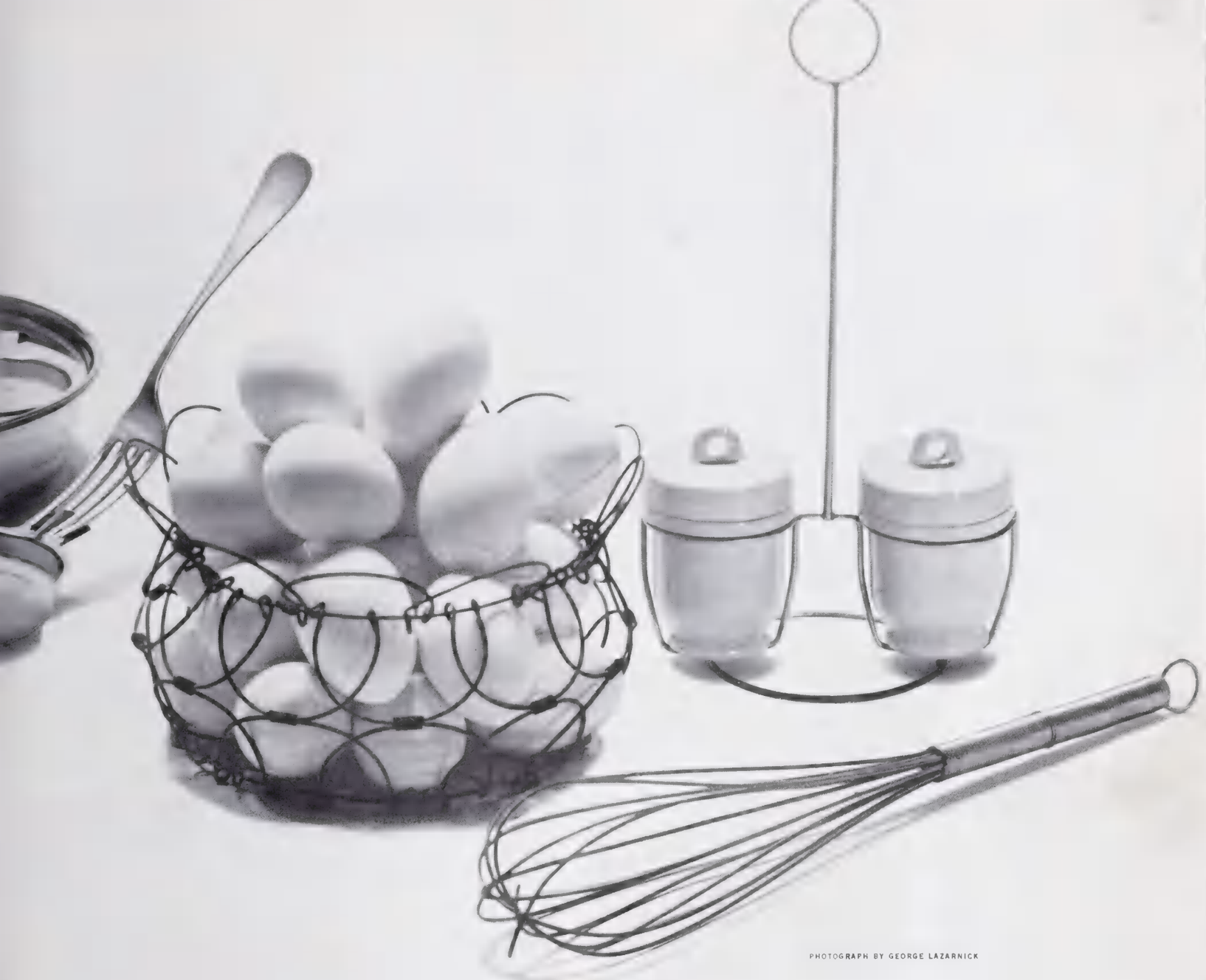
Cook batter in special irons = **ROSETTE**

Cook with flour, milk, and butter = **PATÉ À CHOUX**

Even with this list we have omitted that Chinese delicacy, hundred-year-old eggs, or the one more popular with us, Eggs Foo Yong, which is really only an egg pancake. We have said nothing of the garnishes for soups—threaded eggs (called egg drops), which are made of batter strained through a sieve into boiling consommé, or fritter beans, the same batter strained through a sieve into boiling fat and fried. Or of *royales*, a thick baked custard (1 egg yolk to 1 tablespoon liquid) allowed to cool, and cut into shapes before being added to clear soups.

Sophisticated egg dishes adapt themselves to any situation. Just as a sophisticated person does, they change their character with the company they keep. Put an omelette, a custard or a soufflé with cheese, and it is a main-course dish.

Put it with something sweet, instead, and it is a dessert. *Paté à choux* (cream puff paste) is one of the most versatile egg dishes of all. Fill the puffs with custard,



PHOTOGRAPH BY GEORGE LAZARNICK

top with a chocolate frosting and you have cream puffs. Make them tiny, serve several on a plate with chocolate sauce and you have profiterolles. Substitute a savory filling and you have a hot hors d'oeuvre to go with cocktails. Forget the stuffing and you have something to serve in soup.

Eggs are easy to cook or tricky, depending on what you ask of them. But there is something to remember always—use low heat. High heat toughens proteins, and boiling will curdle any mixture that uses eggs for thickening.

Any egg dish is capable of a dozen variations. Soft-boiled eggs are usually eaten alone, but they need not be. Hard-boiled eggs may be eaten as is, but they are easily transformed. The devilled egg is the common example of the stuffed, hard-boiled egg, but it is only one of a hundred ways of stuffing eggs. Try variations. Mix the mashed yolks with butter or mayonnaise until smooth, then add anything which can be made into a paste. If you like fish, try tuna, sardines, caviar, smoked salmon, anchovies, or kippered herring. Try parmesan or cheddar cheese, pepped up with Worcestershire sauce or mustard. Try cream cheese alone or mixed with ginger. Try olives, chutney, pickles, curry, chopped ham or tongue with mustard or horse radish. Try capers. Serve stuffed eggs picnic style, or as a garnish to another dish, or as a cold entree on a lettuce leaf.

But there are easier ways to use hard-boiled eggs than to bother with stuffing them. You can serve them with onions or asparagus, layer on layer, covered with a sauce.

Poached eggs are nearly always served with something else, usually little pieces of toasted bread which absorb any water left adhering to the eggs. The French, who have a way of dressing up simple food, fry the pieces of bread in butter and call them *croûtes*. They then proceed to spread the *croûtes* with something else, before putting on the eggs and *(Continued on page 204)*

What America needs is a NEW domestic philosophy

Modern equipment won't eliminate drudgery and mediocre meals if our ideas on homemaking are out-of-date. We must think about housekeeping in terms of the times we live in

By Mary Elizabeth Wiley and Alexandra Field Meyer

Once, people thought success was measured by the size of their houses and the number of servants they employed. These were the days when milady breakfasted in bed, gave the daily menu to the cook, and washed her hands of complex household problems. Domestic philosophy—if any—was detached from the kitchen and dealt largely with the protocol of formal entertaining.

Then came the shrinking dollar and the quickening disappearance of servants. As a result, a profound change in our manners and mode of living began to evolve. Some people, deprived of servants, floundered helplessly trying to live exactly as they had with a full staff. They tried to limp along with part-time help. They burdened themselves with a never-ending amount of work they didn't know how to do. They became the handwringers, the apologizers who said, "I'm so busy, I just *can't* fuss: we'll have to entertain at the club." Or they entertained not at all, or with dreary food.

For these people life became a series of dull chores. Meals were a necessary evil to be coped with somehow. These unfortunate individuals were so trapped that they turned into bores to themselves and to everyone else.

But there were some people who took a more realistic view of the changing times. They began to adapt themselves to new conditions. They started doing their own work and, by intelligent organization, found out it wasn't bad at all. Then they found they liked it that way.

Cooking caught their interest and they began to find ways to simplify their lives and streamline their housekeeping. They sold their too-big houses and built new ones, tailored to their basic needs. Or, if they kept their old houses they re-arranged them and changed the way they lived.

They remodeled their kitchens for efficiency. They bought cookbooks by the dozen, developed an acquisitive interest in all the time-saving gadgets the stores had to offer.

The dining room began to be used less often by the family who speedily found it easier and more fun to have meals on the porch or in the garden or on trays before the fire. Entertaining became more informal, and the buffet supper and its related casserole dishes came into their own.

These people were discovering a *new* domestic philosophy —a fresh, realistic point of view on homemaking that fit the social and economic conditions of (*Continued on page* 173)

Check to see how your domestic philosophy measures up

You are DATED if you . . .	You are UP-TO-DATE if you . . .
• Top your desserts with a maraschino cherry and whipped cream.	• Serve your peaches in orange juice, your figs in sour cream, and your ice cream with a blazing sauce.
• Serve canned soups as they come from the can.	• Serve canned soups dressed up your own individual way: with egg, or Parmesan croutons, or a dash of curry powder, or a spoonful of sherry.
• Feed your family the same ten or twenty menus.	• Know that variety is more than the spice of life—it is the basis of good menu planning.
• Think there are only three kinds of salad dressing: French, mayonnaise, and Thousand Island.	• Make salads with such unorthodox things as sesame croutons, meat drippings, spinach leaves, and raw diced vegetables.
• Say with girlish guile that you "can't even boil water." It's nothing to be proud of.	• If your whole family shares your interest in cooking.
• Think you *must* have a formal, sit-down dinner when you entertain, with a full complement of silver, crystal and fingerbowls, and that the menu must include lobster, chicken, and/or filet mignon.	• Your party is likely to center around lamb stew, cold corned tongue with sour cream, or an exotic curry.
• Think that the baked-potato, lamb-chop, and frozen-pea school of good plain cooking is what the family requires.	• Know that the family might like to try Calves' Liver Vinaigrette, deviled broccoli and browned rice instead. They deserve a little pep and interest with their vitamins.
• Keep only nutmeg and cinnamon, paprika and dry mustard in your spice cupboard, and don't know one herb from another.	• Know that your spice cupboard is your most valuable investment in fine cooking. It contains, among many other things, mace for the squash, cumin seeds for the string beans, and marjoram for its magic with mushrooms, rosemary for what it does to string beans.
• Rewarm your left-overs as is, or give them to the cat, or let them grow whiskers and then throw them away.	• A leftover tickles your imagination, and when you see cold mashed potatoes in your refrigerator, it means potato soufflé; the dibs and dabs of vegetables can mean a curried soup.
• Belong to one of two schools of thought about hors d'oeuvres: the peanut-olive-potato chip schools, or the doo-dab of aspic and toothpick variety that are so long in the making and are always soggy.	• Use your hors d'oeuvres time *shopping* for delicious ready-to-serve things like Sedish flat bread, cheese spreads, pickled mushrooms, and smoked almonds. Save a few tricks to serve hot like smoked oysters wrapped in bacon and broiled.

Let's face it— building will be tougher

The government has curtailed civilian use of most metals. Enameled equipment will be scarce. Lumber, brick, cement, glass, asphalt, paint will be available

By Miles Colean

Once again—the second time in a decade—the heavy hand of Mars has been laid upon home building. And again, if you are planning to build, you will have to meet the unpleasant choices of scrambling in an increasingly tight market for scarce materials, or utilizing substitutes for the unavailable items, or deferring building altogether. As a matter of fact, if military demands increase, the last choice may be the only one left.

This is a far different picture from what we had last fall, when the government appeared to be more worried about inflation than it did about the need for war material. So long as credit controls were all that faced us and so long as the war remained no more than tepid, the outlook was not bad for those with enough savings to meet the new financial requirements. But that situation passed with the military reverses in late November and December.

With the sudden effort to expand armament production, the demand for all the metals important to home building was intensified. First, large percentage cuts were made in the amounts of copper, aluminum, zinc, and lead for civilian use. The supply of steel became seriously tight. Cobalt, an essential in nearly all enameled equipment, was practically withdrawn. Immediately it was evident that material scarcities, and not credit restrictions, would be the controlling factor for building in 1951.

Then what looked bad grew steadily worse. On top of the percentage cuts in the light metals came drastic restrictions on numerous products made of these metals. First in this line was the copper order, which took us back to the hard days of the early 1940's. Unless completed by April 30, the manufacture of many important items used in building is banned—nearly all bronze hardware, all copper gutters and downspouts, brass pipe, copper tubing for radiant heating, weather strips, roofing, and several dozen other items of copper, brass, and bronze. Fortunately left for continued use are: copper wire, flashing, screening, tubing for domestic hot and cold water, and the most essential parts of plumbing and heating equipment.

The curtailment of aluminum for the householder is also far-reaching. The manufacture of many of the fine aluminum products that have come into wide use since World War II—gutters, downspouts, roofing, siding, awnings, storm windows, screen frames, and so on—is soon to be over until military needs are supplied. The use of aluminum in hardware and lighting fixtures will be much restricted. On the other hand, continued manufacture of aluminum weather strips, reflective insulation, and screening will be permitted; and some leeway may be allowed for windows for which orders have already been placed.

All sorts of enameled equipment will also be scarce soon—ranges, refrigerators, washing machines, dryers, plumbing fixtures. But—on the brighter side—there should be plenty of lumber, asphalt and gypsum products, glass, insulation; enough brick, cement, and paint; and a fair supply of iron and steel products, probably with some uncertainty in delivery. In other words, the presently foreseeable scarcities are mainly limited to the light metals. You can still make a pretty good house out of what is left.

If you build, therefore, you and your architect and your builder will first have to be experts (*Continued on page* 147)

PHOTOGRAPH BY RONDAL PARTRIDGE

Above you see not abstract sculpture but the concrete edge of a swimming pool casting its shadow in the water. The swooping "free form" curves were borrowed directly from nature's model below. It is an aerial photograph of a river winding through salt marshes that composes the main view from the site.

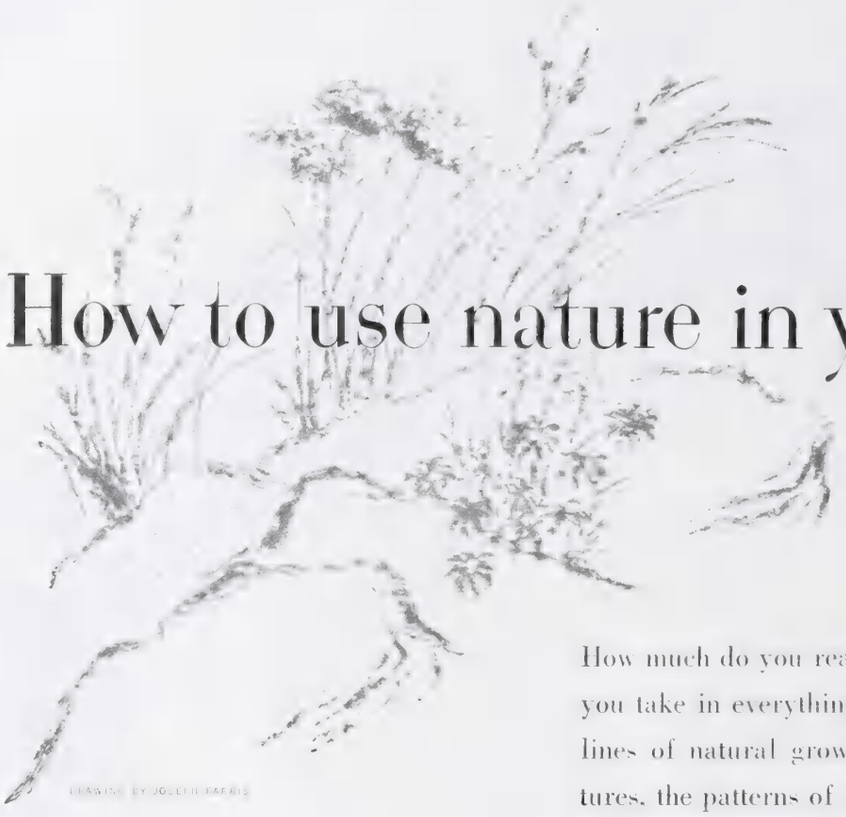
The lines and textures of NATURE

The best art school in the world is everywhere around you. All you have to do is to see when you look



PHOTOGRAPH BY [illegible]

TO SEE HOW NATURE CAN INSPIRE DESIGN, TURN THE PAGE



DRAWING BY JOSEPH FARRIS

How to use nature in your life

By Mary Roche

One of America's great designers has created a play place that pleases the soul as much as the body, using surrounding environment as the theme of his design

How much do you really see when you look around you? Do you take in everything there is to be enjoyed—the rhythmic lines of natural growth, the satisfying proportions, the textures, the patterns of light and shade? Or do you snatch at a few obvious details and let your mind's eye leap from the facts to their probable significance? Like saying: "I see cattails there. It must be wet ground. There are probably mosquitoes." Or: "The rock is rough. If I sat there, I'd probably tear my stockings." Often we become so absorbed with the problems of daily living, that we let our concern for the *parts* obscure our vision of the *whole*. We look, but we do not see. And so we miss what art-educator Herbert Read has called the touchstone of good form in art, to be found only in nature.

But an artist who is aware of the whole scene, finds ready-made themes in nature for any design he may undertake. Compare this outdoor play area, created by Landscape Architect Thomas Church with the characteristics of its natural surroundings, and you will see how this works. The area is designed for relaxation, for swimming, sunning, picnicking, and loafing. And every physical means is provided for doing these things with convenience and comfort. But in addition, the designer has achieved (*Continued on page* 113)



Natural texture in the nearby hills



Same texture transplanted to poolside

Naturalism in planting: the flowers grow like meadow grasses



Nature sketches the design

Too often we grasp the facts of a scene but are blind to the beauty of forms such as the rhythmic pattern of streams flowing through the salt marsh in the distant landscape. The designer who is alert to the beauty of natural surroundings turns to them for his theme.

The designer takes nature's cue

There are no arbitrary elements in this highly sophisticated plan. The sweeping curves of the pool and lawns echo the lines of the marshes in the landscape (above), while the rock garden reflects stone formations and casual plant growth found on the hillside nearby. The transplanted rocks, like their neighbors, are encrusted with yellow lichen which blooms when flowers are out of season. Even the house sets into the slope like a sharp outcropping of flat stone. No formal flower beds or manicured shrubbery conflict with the natural surroundings. Thus you can take in the whole scene in one sweeping glance, uninterrupted by any indication of where nature left off and man took over.



George Rockrise
Designer of lanai

Thomas Church & Associates
Landscape architects

Mr. and Mrs. Dewey Donnell
Owners



People belong in this picture

When a plan is derived from nature, it achieves the human scale without artificial contrivances. People fit in naturally. They are neither dwarfed to insignificance, nor do they seem to crowd the scene. Because they are "in scale," they feel relaxed, at ease.

PHOTOGRAPHS BY RONDAL PARTRIDGE





Texture is played against line

Concrete walk meanders around the pool as the streams meander through the salt flats. When you move your viewpoint, the lines move too, but the rhythm is quiet and relaxing. Accenting this play of line is the play of texture with its subtle variations from semi-smooth concrete to clipped lawn to lichened rock and hardy, native planting.



How to use nature in your life

(continued)

a soul-satisfying atmosphere, a sense of contentment that comes from the feeling that everything belongs. He did it by studying, not merely the immediate site, but the total environment. He saw the rhythmic lines drawn by the river as it winds through the distant marshes, and the graceful forms into which it shapes the surrounding lowlands. He observed the rich textures of the rock-studded hills above—the textures of the lichen-covered rocks themselves as well as the larger textures created by the groupings of the rocks, and the bushy plant growths in the crevices. So he adopted these same lines and shapes and textures as the theme of his design. The lines of the pool echo the lines of the river. Rocks from the hillside were transplanted to the edge of the play area, and the planting between them was designed to repeat the natural pattern of the wild grasses in the meadow.

As a result, the man-made part of the scene merges into the whole and becomes a part of it. At the same time, the repetitions of nature's motifs serve to underline them—to direct the eye to visual delights (*Continued on page* 245)

The design theme, borrowed from the natural surroundings, determined choice of materials for terrace and lanai as well as plan of pool and planting. Native stone and naturally finished redwood both harmonize in texture and color with the landscape.

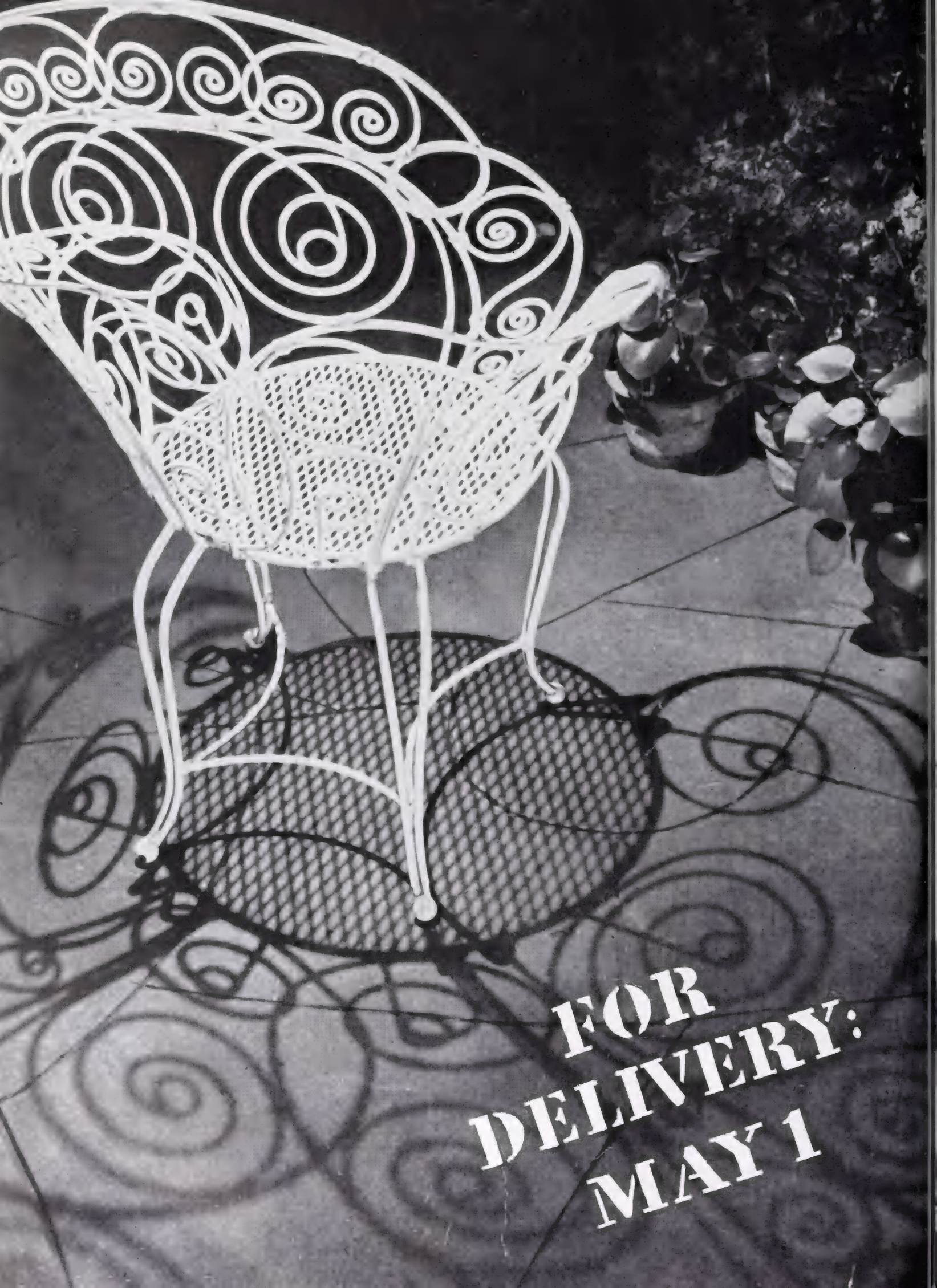


PHOTOGRAPHS BY RONDAL PARTRIDGE



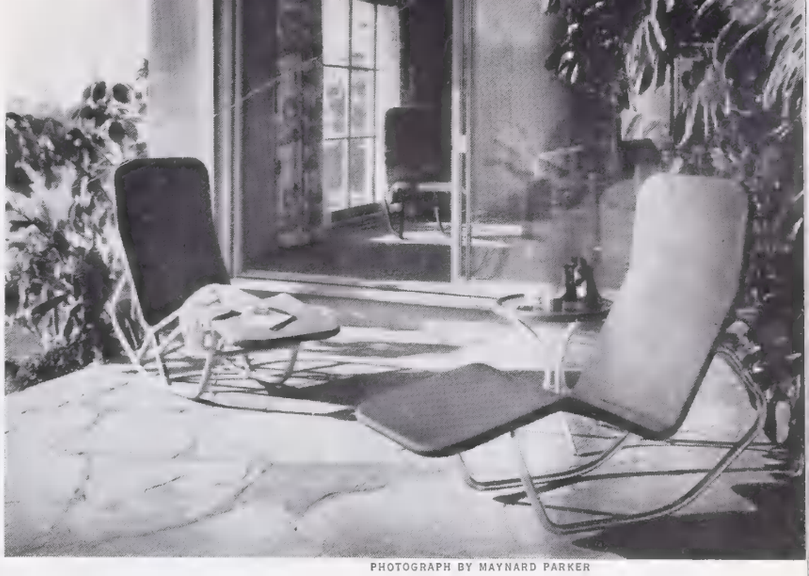
See how basic elements of terrace design have been carried into lanai interior to create visual continuity. Stone retaining wall of terrace at right comes through glass wall above to join fireplace, and terrace bench is repeated as built-in furniture.

In order to extend the size of the play area, the concrete terrace was extended by a wooden deck built out over a steep decline in the site. But holes were cut in the boarding so that young trees rooted in ground below could grow up undisturbed.


FOR
DELIVERY:
MAY 1

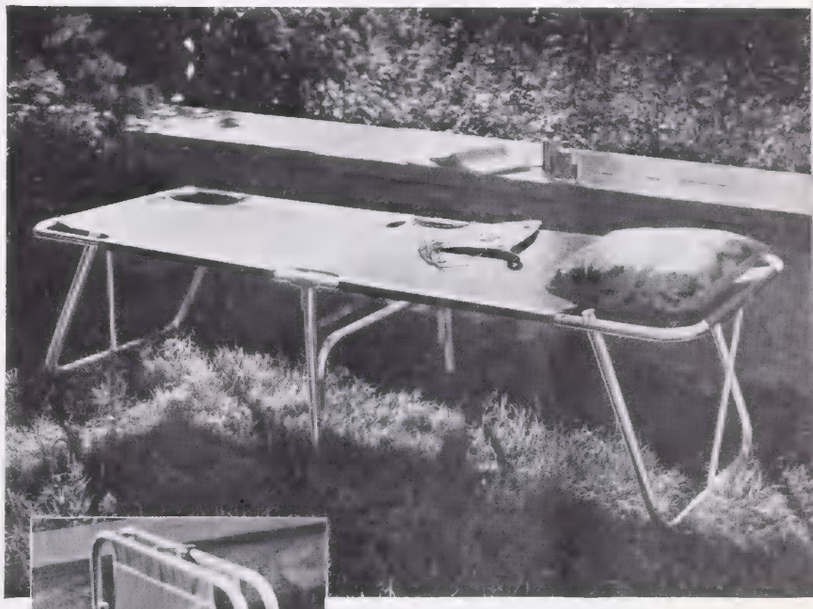
Take a ramble outside the house the first day the temperature climbs above 60° F., and list the spots where you'd like to relax when spring turns into summer. By the first of next month the new crop of summer furniture shown on these and the next six pages will be ready for delivery. But before you shop you should know just where and how you want to use it. Some is for the garden, some for the shelter of the terrace, some to take where you will.

You'll find loungers scientifically designed to revive you in short order after a hard morning's tussle with the weeds. You'll find cots and deck chairs in which you can sprawl contentedly while you take the sun, and handy portables that you can tote about with ease or fold up for storage. There are new designs in wicker and iron this year—sleek, simplified designs that make you forget both materials are old standbys. In furniture that you plan to leave outdoors in salt air or showers, look for materials that are guaranteed to take it. To complement romantic settings you'll find picturesque but practical designs like the whimsy in wire (opposite page) from Watson & Boaler.

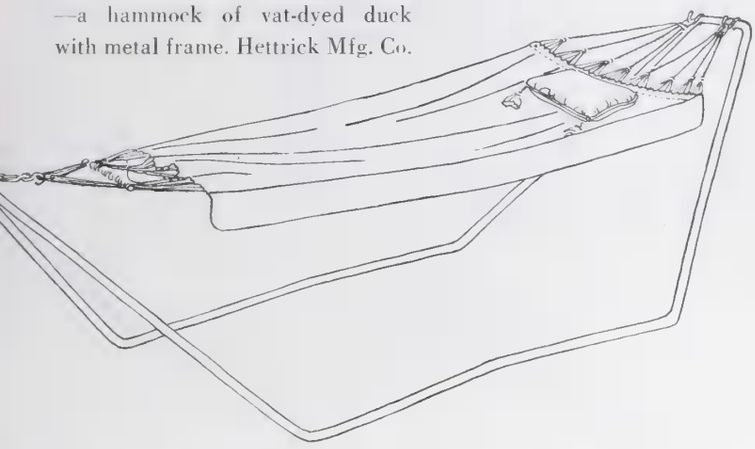


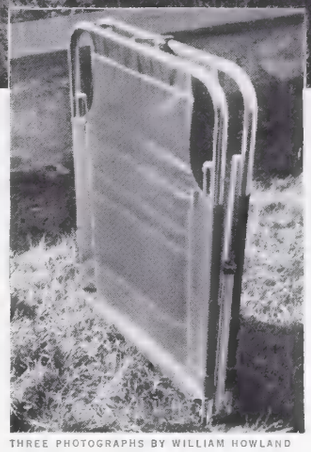
PHOTOGRAPH BY MAYNARD PARKER

For speedy recovery from fatigue you can relax with heels higher than head in a Barwa. It comes with base of rattan (left) or aluminum (right), canvas covers. Ralph Elliot Co.



Old-fashioned ease in modern dress —a hammock of vat-dyed duck with metal frame. Hettrick Mfg. Co.





THREE PHOTOGRAPHS BY WILLIAM HOWLAND

You can follow the sun around the lawn with this folding cot, but you don't have to worry about leaving it out in the rain. Aluminum frame has corrosion-resistant finish: non-stretch fabric woven of Lumite. Donson Corp.

PHOTOGRAPH OPPOSITE BY EMELIE DANIELSON NICHOLSON AT CHICAGO'S LINCOLN PARK CONSERVATORY



Wicker is paired with wrought iron in new furniture designed by Maurezio Tempestini. Iron is protected by Neva-Rust process; wicker, treated with "Woodlife" plastic, is termite-proof, water- and temperature-resistant. Salterini.

MORE SUMMER FURNITURE ON FOLLOWING PAGE

FOR DELIVERY: MAY 1 (continued)



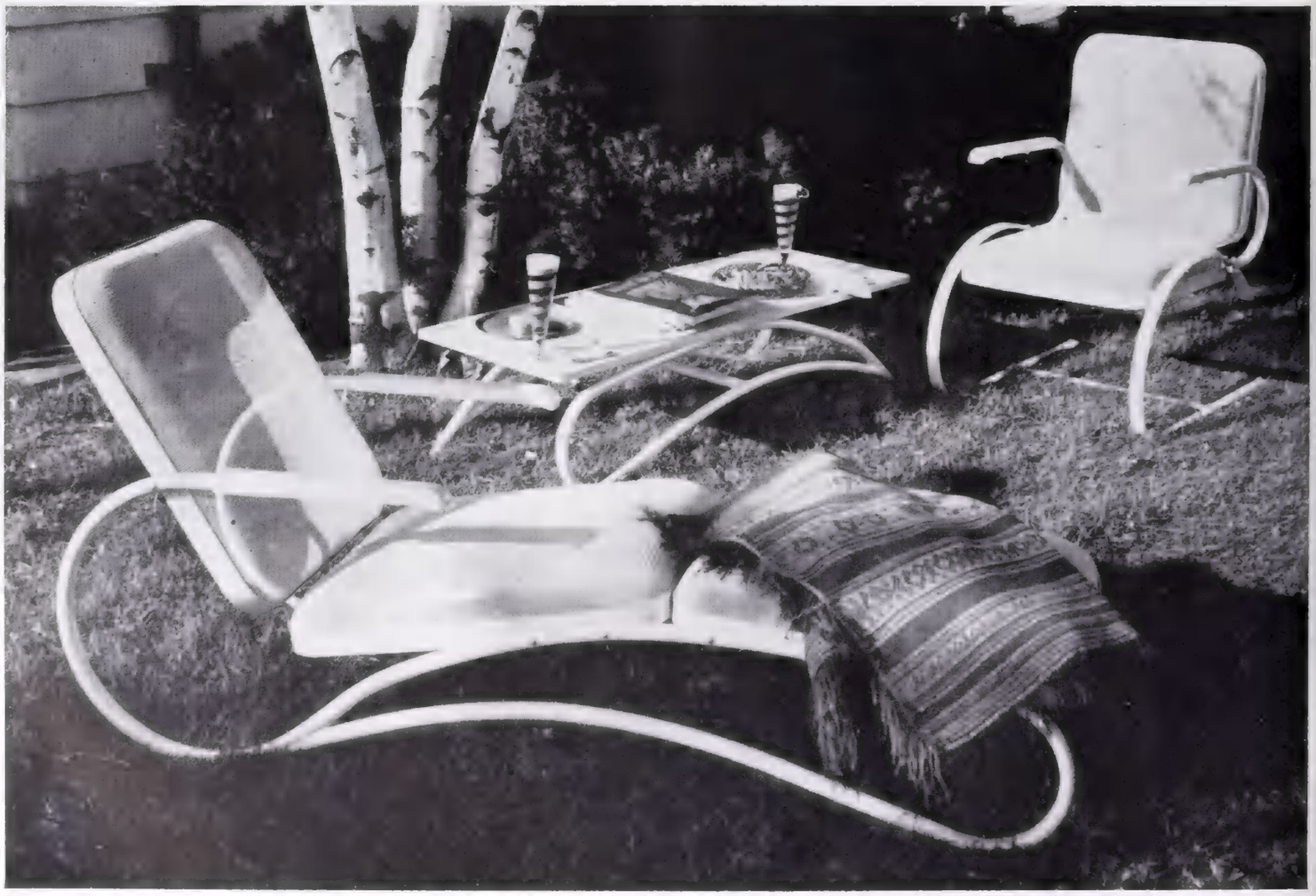
Weatherproof frame of adjustable chaise is California redwood with rust-resistant hardware. Duck-covered cotton-filled cushion must be protected. Solar Aircraft Co.

PHOTOGRAPH BY EMELIE DANIELSON NICHOLSON



Another wicker chair from Italy is unusually small in scale and light in weight. Magazines can go to the garden in an Italian wicker-and-leather rack with top handle. Watson & Boaler.

There's nothing in this metal furniture with baked-on enamel finish that can't take all weathers. Table top, seats, backs of springy "Texteel" metal mesh. Zerbee-Hilliker Co.

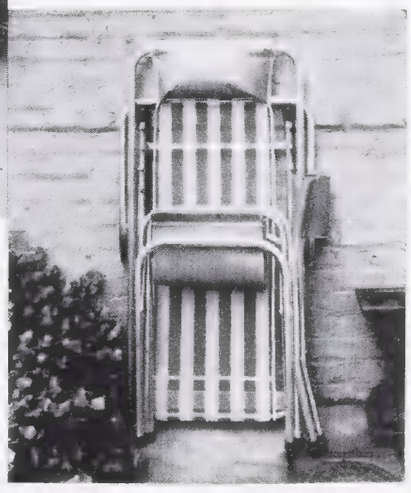


PHOTOGRAPH BY WILLIAM HOWLAND



TWO PHOTOGRAPHS BY WILLIAM HOWLAND

Two folding chairs you can leave outdoors without a worry. Both have lightweight non-rust aluminum frames with seats and backs of Lumite woven-plastic fabric that can't mildew, is highly resistant to fading. Left: Houtz & Barwick. Right: Arndt Metalcraft.



A new type of folding chair with fir frame protected by Valspar varnish, and seat and back of Lumite. The muffineer is made of rattan with three removable basket trays. Ficks Reed Co.

TWO PHOTOGRAPHS BY BILL JACKSON







ALL SKETCHES BY HARRY RICHARDSON

All-round "extra" chair that folds and stacks. Rustproof aluminum, removable canvas. Crescent Aluminum Products Co.

MORE SUMMER FURNITURE ON FOLLOWING PAGE

FOR DELIVERY MAY 1
(continued)

You can change the back tilt of this chair by lifting wicker section from iron frame and adjusting back support to any of three positions. Leather straps make the arms. Another Tempestini design for Salterini.

PHOTOGRAPH BY GEORGE LAZARNICK

Italian rattan wing chairs are formal enough for summer living room or terrace, light enough to carry out to the garden. Watson & Boaler.

PHOTOGRAPH BY EMELIE DANIELSON NICHOLSON





A lightweight folding chair with self-adjusting back. Water-resistant canvas laced to aluminum. Crescent Aluminum Products Co.

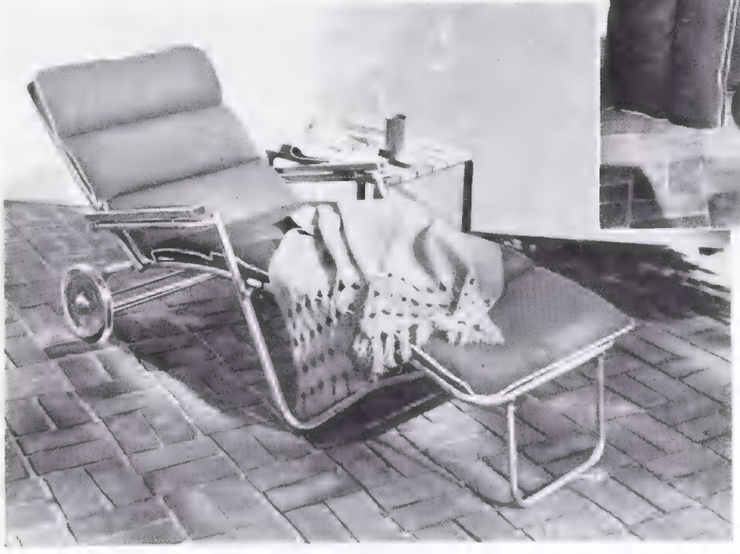
PHOTOGRAPHED BY EMELIE DANIELSON NICHOLSON AT CHICAGO'S LINCOLN PARK CONSERVATORY

Natural leather and wrought iron make a cool combination for warm weather furniture to be kept under cover, moved on clear days to terrace. Chairs are French imports. Watson & Boaler.

Rattan, too, can have simple lines. This chair imported from Denmark has comfortable, easy-to-carry, boxed cushion of rubberized hair. Watson & Boaler.



Here's a chaise that's easy to move, easy to store. Aluminum frame and rubberized hair cushion both fold up. Back has four positions. Barcalo Mfg. Co.

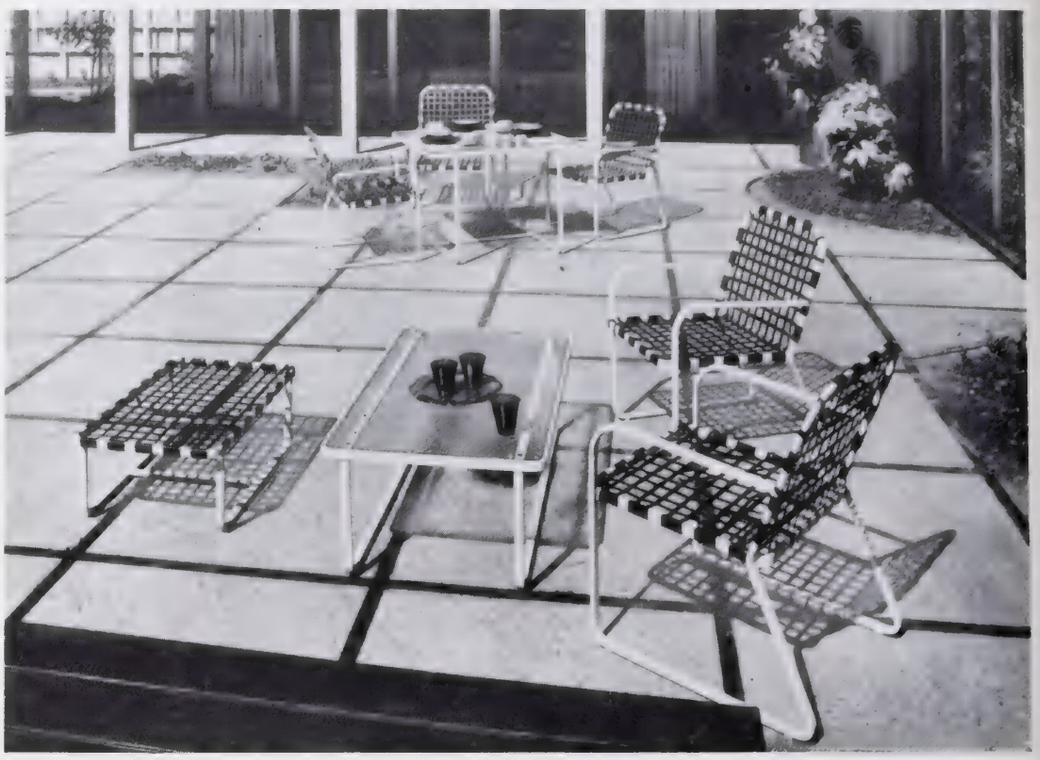




THREE PHOTOGRAPHS BY WILLIAM HOWLAND

MORE SUMMER FURNITURE ON FOLLOWING PAGE

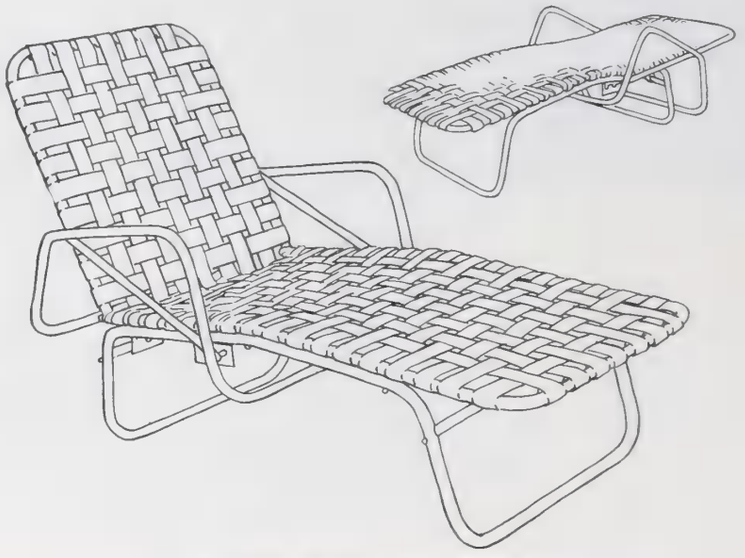
FOR DELIVERY: MAY 1 (continued)



Lacy-looking, light in weight, and decidedly practical is this outdoor furniture of square aluminum tubing with baked-on finish and plastic webbing. Metal is rustproof. Brown-Jordan Co.



George Nelson designed this trim chair of rustproof wrought iron protected by an eight-year guarantee. The cushion is covered with Koroseal plastic. Arbuck, Inc.



You can lower back of "Siesta" Lawnlite chaise for napping or sunning. Of aluminum alloy and plastic webbing. Florida Plastic Tops Corp.



PHOTOGRAPH BY BILL JACKSON

A folding reclining chair also comes now with Lumite fabric. Painted hardwood frame, plywood-top footrest. Gardner Furniture Mfg. Co.

COLOR PHOTOGRAPHY BY EZRA STOLLER · PICTOR

Twin rattan chaises with reversible spring cushions give indoor comfort to a sheltered terrace. Screen-printed sailcloth repeats design of Puerto Rican matting under glass table top. John Wisner designed furniture and fabric for Ficks Reed Co. Gnarled roots. Highlights; other accessories. Kagan-Dreyfuss, Inc.

MORE SUMMER FURNITURE ON PAGE 148



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

Tuberous begonias are the ideal shade plant for most parts of the country. New blooms open regularly from midsummer until frost. You can cut the blossoms freely to wear or to float in water indoors. In this photograph, taken at the 1950 San Mateo Floral Fiesta, note color range, especially in Antonelli hybrids at lower right.

TWO PHOTOGRAPHS BY MAYNARD PARKER





Now you can buy

Started Tuberous Begonias



There's no trick to growing these exotic-looking plants if you avoid the tedious chore of coaxing slow-to-start dry tubers

By Dr. Joseph E. Howland
House Beautiful's Garden Editor

If you can grow the common summer flowers—petunias, zinnias, or geraniums—you can have tuberous begonias in bloom all summer. The only trick is to buy started plants. Young plants are surprisingly sturdy when properly packed and travel well through the mails. They should resume growing within a few days. You can expect the first blooms in about eight to ten weeks.

Size of bloom depends somewhat upon the strength of the plant (remove the two small side buds on each shoot if you want giant blossoms), but the weather is a big factor. The largest blooms grow in cool, moist weather such as that along the California coast. Hot, drying winds shrink blossom size drastically. Also watch out for locations that reflect or radiate sun heat from nearby walls or pavings. The light, dappled shade under an old apple tree is ideal, but any fairly open tree, especially if the lower branches are some distance from the ground, provides a good shade. Or choose the north side of a building or fence if it isn't a windy spot.

Grow your tuberous begonias in pots. This gives you a chance to grow them in an inconspicuous place until they are ready to bloom. Then you can arrange them to get the best display, and rearrange them during the season to keep the best show in the front rows.

Small pots are a mistake because they hold so little soil that you seem to be forever watering the plants. Beginners usually are amazed at how much watering is needed. Begonia leaves are large, so lose water (*Continued on page* 233)

Better your home garden
Better your living

How a Freezer can simplify your living

Has it dawned on you that the freezer is just as revolutionary for life today as central heating and hot running water were 50 years ago? Are you using yours to its fullest potentials?

By Mary Elizabeth Wiley and
Alexandra Field Meyer

Of all the gleaming white appliances which have marched into our kitchens in the last 15 or 20 years the home freezer is probably the one most deserving of an Award of Merit.

Yet, surprisingly, it is the appliance most misunderstood and misused. It *can* endow homemaking with a freedom and flexibility of staggering proportions. But with most non-farm families it is used in almost the same way the grocer uses a freezer—to house commercially packed foods. If this is all that a freezer can perform, why bother to pay for its first cost and its yearly overhead?

To get the full benefit from owning a freezer, you must make major changes in the way you manage your housekeeping. Since homemaking in our times is essentially a management problem (just as much as the management of any big company), a freezer should produce major changes in how you buy and how you cook. It should turn you into a long-range planner. You should *shop in quantity* and *cook in quantity*. For the real time and labor-saving benefits lie here.

The great advantage of a freezer (and the one least understood) is that it lets you cook when you feel like it, rather than when you must because the hot breath of a hungry family is on your neck. You can accomplish more meals with less effort by doing quantity cooking. By cooking at one time several dishes that all use the same basic ingredients, you can save time. Also, by cooking too much—four or five times too much—and freezing the surplus as soon as it cools, you can eat several times with the labor of only one preparation.

This is the really misunderstood part about freezing. It isn't four times as much work to prepare four times as much in volume, but only about 10 or 15 per cent more work. Cooked foods freeze very successfully, so there is none of the tired left-over taste about them. If you make a regular policy of cooking too much (whenever you are cooking) and freezing two or three meal-size containers of every dish, you soon build up a fat "bank balance" in your freezer that will tide you over all (*Continued on page* 246)

The closer your freezer to your base of operations, the greater its use and benefits. Near-by cabinets for packaging materials and adjacent work counters are a help. General Electric freezer and cabinets.

PHOTOGRAPH BY NOWELL WARD & ASSOCIATE



The ways they use to keep cool in the Belgian Congo will work just as well on our own Potomac—or any other hot, humid place. HOUSE BEAUTIFUL'S *climate reporter, Wolfgang Langewiesche, writes this from Africa where he is observing the effects of climate on people and houses*—Editor.



Climate Control on the Congo

By Wolfgang Langewiesche

How does the white man keep cool on the Congo? "Nothing," you say, "could interest me less." But wait. The heat of the Congo is much like our own summer heat in the eastern half of the U. S. It is the *humid* kind. The Congo-Belgians, therefore, are up against the same problem we have. It doesn't get quite as bad on the Congo as it does in the U. S., but it lasts the year round. With no cool spell in sight, the Belgians can't just groan and bear it as we do. They have had to do something about it, and they have become experts of the cool house. If you are one of the seventy million Americans who are bothered by a hot, humid summer, this is guaranteed to interest you.

What do they know there that we don't know? Not a thing. The difference is that *they* act on what they know. They do what common sense tells them they should do. All of what follows is mere common sense. The moment you see it, you understand it and you say: "Why, of course."

First of all, they take great care to keep the heat from coming down into the house through the roof and the attic. You know how it is. The sun blasts away against the roof. The roof gets hot. Sooner or later, the attic gets hot. And, if the hot weather lasts long enough, then the heat works down (even through insulation) and the ceilings of the rooms become mildly warm. And a warm ceiling is nothing but a radiant heating panel with the heat on in summer. Radiant heating always works with very mild heat. A floor or a ceiling heated perhaps to only 75° or 80° keeps you warm in winter. Well, in many of our houses during a heat wave, the ceiling reaches 80°, and the heating effect is terrific. You might as well have a pot-bellied stove going. Actually, a great part of our summer discomfort comes from such mildly-warm ceilings and walls. If a house is to be cool, it must have cool ceilings, and that means a cool attic.

Now, in America, we use an attic vent in practically every

roof. (See Figure 1.) It is a standard feature nowadays. Its main purpose is to keep the attic dry of condensation water which forms there in winter and causes dry-rot. But it also is supposed to let the hot air out in summer. Well, the Belgians recognize a simple matter we should recognize, too—a vent to let hot air out does not do much business all by itself. You also need another vent to let new, cooler air come in. So, many houses here use the arrangement shown in Figure 2. In addition to the usual outlet vent high up under the gable, they have *inlet* holes down low under the eaves. Hot air rises, and flows out the high vent. Cool air comes in by the low vent. The more the sun shines on the roof, the more lively becomes the air-change in the attic. These low inlet vents cost practically nothing. They are easy to screen against insects and birds. Rain can't get in. And, important for us, you can easily close them with a lid for the American winter. It's cheap, it's simple, it's important. It's right.



Figure 1

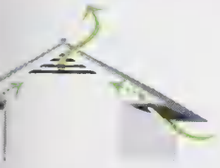


Figure 2

Another feature of the Congo house is also based on the well-known fact that hot air wants to rise. Here is the problem. After a hot day, the house is full of warm air. Now, in the evening, it gets cool—outside. But the cool air won't come into the house. There is a general weather law that the wind slows down as the sun goes down. (Only important exception—mountainous country, where strong, cold night winds come rushing down the valleys.) With no wind to push the cool air into the house and the warm air out, how can you cool off the house?

This problem is actually more severe on the Potomac than on the Congo. On the Congo the sun sets, more or less, at 6 o'clock the year round. It disappears behind clouds at 4 o'clock and you can almost count on a cooling thunderstorm. In America the sun hangs for many hours in the western sky, adding heat to heat, and thunderstorms are much less frequent. So, actually, on the Congo you get reasonable *evening* coolness in most any kind of house, even without special climate-control devices. In America the evenings are much hotter, the nights warmer. Just the same, it's in the Congo that people have taken action on the problem. Here's what they do. (See Figure 3.)



Figure 3

First of all, they use their windows mostly for looking out. For ventilation, they cut one row of air vents near floor level, and another row near the ceiling. These vents are screened against mosquitoes, of course, and the lower ones are also louvered, so nobody can peep in. This arrangement begins to work as soon as the evening air outside gets cooler than the air inside. Cool air flows in by the bottom vent, and it pushes the old warm air out by the top vents. In a room with a lower and an upper vent, the air indoors can never be much warmer than the air outdoors.

This system of divorcing light-and-view from ventilation has many other points in its favor.

On a summer morning, you can close the bottom vents and keep the room full of cool air for many hours and, still, cigarette smoke and cooking odors can leave by the top vents.

You can use fixed sash on your windows. This is cheaper and makes a tighter window.

You don't have to use screens on the windows (they go on the vents), and your view does not have that gloomy cast that screens sometimes give.

You can draw the shades for privacy and still have full ventilation. Draperies and window shades don't flap.

Your draperies don't catch dust. At the same time, you *can* catch dust and soot with a gauze screen or two that you put into the vents (except perhaps during the hottest weather). Your house stays cleaner. Your cleaning bills are consequently lower.

Your upper vents also let in light. By having these additional light openings in a room, you cut down on light glare from the main windows. "Light balance" of a room, the architect calls it.

You have a system of ventilation that you can leave open over a week end without fear that the rain will come in. The upper vents are close under the eaves and protected from rain. The lower ones are rainproofed by their louvers. In short, it works.

The Belgians fend off the heat at still another point. In humid hot weather, heat comes into the house by every window. It *shines* in. And this is true not only on the sunny side of the house, but on the shady side, too. In humid hot weather, *the whole sky radiates heat.* This effect is very strong in the eastern U. S. summer—especially near the big cities, where industrial smoke is mixed in with water vapor. Watch for it in Philadelphia, New York, St. Louis on a typical hazy, hot summer day. Stand near a north window, i.e., out of the direct sun, and feel the heat shine on you.

Well, we know it and the Belgians know it, but the Belgians do something about it. They use an eyebrow, as shown in Figure 4. It cuts out most of the sky view and, therefore, also most of the heat glare from the sky. (Of course, with such an eyebrow, a window lets in less light. It must, therefore, be bigger. But it also causes less light glare, and gives a more pleasant light.) Such an eyebrow could, of course, be simply a canvas canopy—and perhaps that is better (*Continued on next page*)

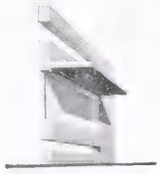


Figure 4

Climate Control on the Congo

(continued)

for the U.S. because you can make it big enough to do real good in summer, and still you can let the winter sun in. But, built of solid material, it also has advantages. It needs no attention in case of thunderstorms, and it protects the windows from driving rain. In a typical design (See Figure 5) the upper part of the window is open, with mosquito screen; the lower part is fixed glass. Rain will spatter against the glass of the lower part—but at the same time the cool breeze comes in through the screen of the upper part. It's all very simple, isn't it?

Everything the Belgians use in the Congo is simple! You will find no mention of air conditioning or air drying. Even electric fans are rare, and insulation practically unknown. This is so for local reasons. In some localities, the electric current comes on only at sunset. In small towns and on plantations, you have to have your own electric plant, and you run it only a few hours in the evening. Radios here run from batteries that you take to the garage for charging. Refrigerators are a special tropical model that run on a kerosene flame. Insulation would have to be transported by sea, river steamer, and truck over immense distances, and would become very expensive. Besides, native building labor would not know how to handle it. A wall of locally made brick, a roof of corrugated iron or perhaps tile—that's about all that's practical in most places.



Figure 5

But that makes it all the more interesting to us in America. It means: Here is Climate Control done by *basic design*. Right now that means: Here is Climate Control that you can have despite all shortages. But in the long run, it means something even more important.

For us, in America, not to use insulation, attic fans, reflective roofing, and all sorts of special materials and devices up to air conditioning would be horse-and-buggy stuff. But in the last 60 years or so, as the industry has given us better and better devices and materials, we have used them too often as an excuse to build poorer and poorer houses. Let's face it. Today, in many regions, the oldest houses are the most comfortable. We are in danger of forgetting how to build the house itself—the basic shell—right in the first place. And comfort devices always work better when they can work *with* the house, rather than against it. It's expensive to air condition a house that's trying to be hot. It's easy to air-condition one that wants to be cool. That's why the work of the Belgians, done with common materials and without machines, is worth our attention.

The leading idea in building a cool house for hot, moist country is *upward ventilation*. Hot air wants to rise, and you give it an upward channel through which it can leave the house. From this idea it is only a step to the idea of *chimney-action*. If you make the upward channel tall enough, then it will not only *let* the hot air out, it will set up a draft, like a chimney, that *sucks* the air out of the house. And the taller the chimney, the more powerful its draft. This becomes complicated when you try to explain it. But it needn't be explained because everybody knows it anyway. It is why factory smoke stacks are so high.

Some houses here have ceiling vents which lead into a chimney that goes through the attic directly to the top of the roof. (See Figure 6.) Seen from the outside, it looks just like an ordinary chimney. The idea is that, with such a chimney attached, the vent will "draw." In other houses, a ceiling vent opens directly into the attic, and the whole roof is designed to act as a chimney. This means, of course, that the roof must be tall. (See Figure 7.) It's height that makes a chimney draw. The tall, high-peaked roof is, therefore, characteristic of many houses, not only here, but also in the Indies. In another version of the same idea, a house seems to have, at first glance, two stories. But when you look at it more closely, the second story turns out to be all attic space. It exists merely to raise the roof higher and give it more chimney action. (See Figure 8.) The harder the sun shines on such an attic, the more warm air it will draw out of the main rooms below!

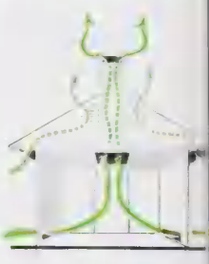
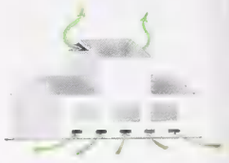

Figure 6


Figure 7

All this is the common coin in the Congo. Almost every house has one or several of these features, and nobody looks at them twice. Now for some advanced examples of Climate Control.

Where the air is warm and moist, you need a constant breeze to keep you cool and dry. That's as true on the Congo as it is on the Potomac. But, in the equatorial belt, the winds are usually very light. Could you step them up? It's a problem we also have in parts of the U. S. A Belgian planter near Stanleyville, Mr. William Degryse-Dethoor, has built himself a house that tackles this problem.


Figure 8

The arrangement of his house is shown, in a simplified, schematic way in Figure 9, page 197. The wind can enter the house by several windows and doors. It can leave by several exits, but, on its way through the house, all of the air must pass through one narrow passage. You might call it a breezeway hidden inside the house. You might call it a wind tunnel. Here, the wind is (*Continued on page* 197)

Climate Control on the Potomac



By James Marston Fitch

Millions of people who've had to spend the summer there are convinced that Washington "has a worse climate than the Congo." Actually, this is not the case. Washington's winters are open and usually mild. Her early springs are delightful, her late autumns warm and sunny. But it is her hellish summers that people remember—long, hot, humid, and windless. The low swampy site of the city was climatically poor when the Founding Fathers picked it. And the architectural precedent they set—boxy, masonry row-houses more appropriate to Boston or Edinburgh—made matters worse.

Today, most of Washington in summer is a huge masonry radiator which absorbs sun all day, reradiates it all night. Yet you *can* have a summer-comfortable house if you know what to look for. And to show you how, we present on the next twelve pages a house built to meet our Climate Control specifications. Study it to see how good, unprejudiced design can make a house work *for* your comfort instead of against it, as most houses are likely to do.

DO YOU LIVE IN

- MID-OHIO ■ SOUTHERN FLORIDA • BOSTON
- METROPOLITAN NEW YORK AND NEW JERSEY
- MID-MISSISSIPPI BASIN ■ TWIN CITIES
- SOUTHWESTERN DESERT ■ GULF COAST
- CHICAGO ■ WASHINGTON, D. C.

Then get your special climate report! A detailed analysis of these regions, prepared in co-operation with the American Institute of Architects, shows you what your climate is, in terms of sunshine, temperature, rainfall, snow, wind, etc. It also tells you how to go about orienting a house, developing a floor plan, deciding on heating systems, etc. for that particular climate. Copies of the studies listed above are available at 50¢ each from Administrator, House Beautiful's Climate Control Project, 572 Madison Avenue, New York 22, N. Y.

The scientists who researched Climate Control

DR. RALPH LINTON
Sterling Professor of Anthropology
Yale University

DR. PAUL SIPLE
Military Geographer,
The General Staff, U. S. Army

DR. HELMUT LANDSBERG
Executive Director, Committee on
Geophysics and Geography,
Research and Development Board

DR. DANA COMAN
Consultant, Scientific Advisor,
Office of the Chief of Staff, U. S. Army

DR. L. P. HERRINGTON
Director of Research, the John B. Pierce
Laboratory of Hygiene, Research Associate Professor
in Public Health, Yale University

WALTER A. TAYLOR
Director of Education and Research,
American Institute of Architects

MILES L. COLEAN
Consulting Economist

WOLFGANG LANGEWIESCHE
Research Pilot,
Kollsman Instrument Corporation

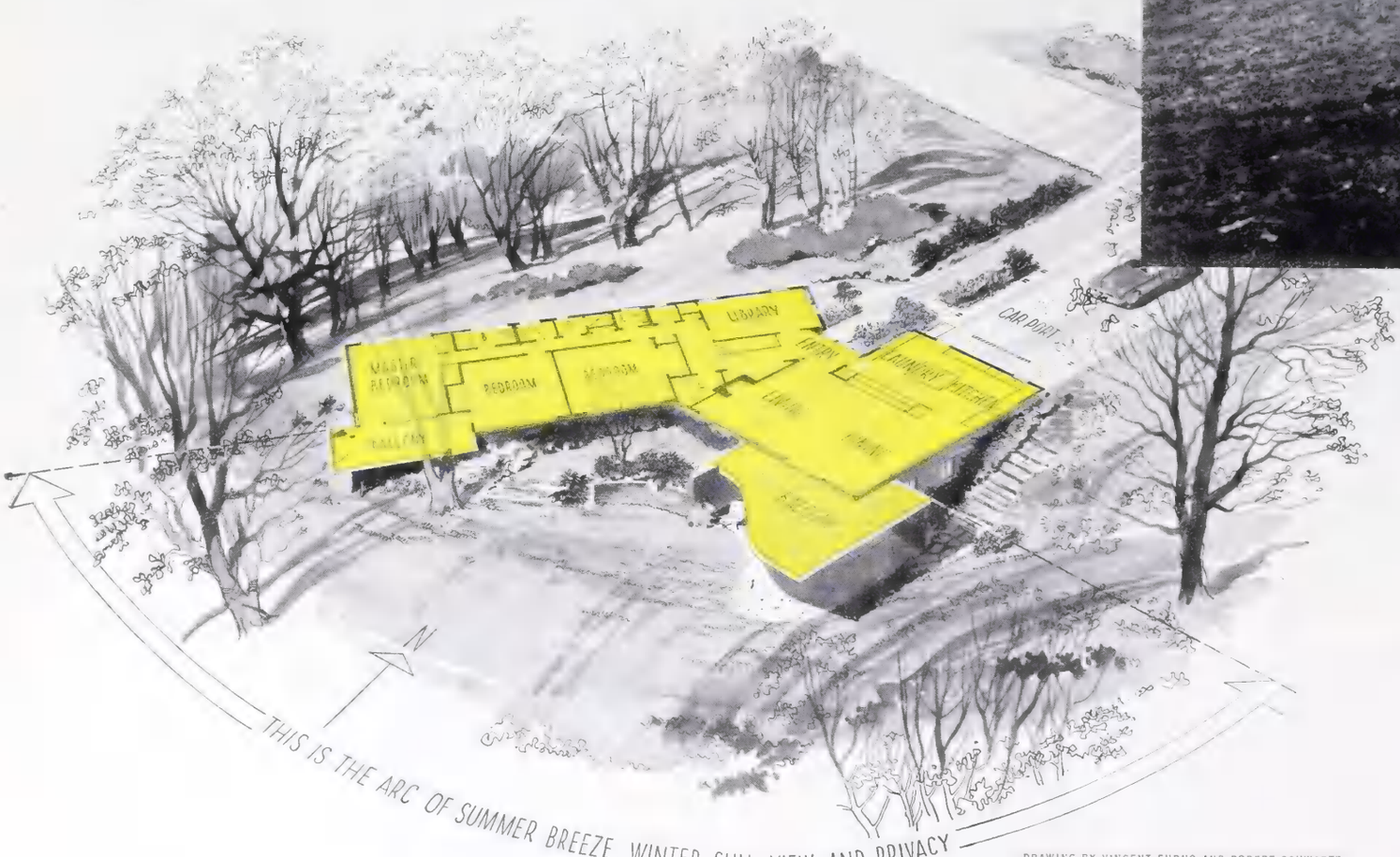


STUDY THE CLIMATE-WISE HOUSE FOR WASHINGTON, D. C., ON THE NEXT 12 PAGES ——►

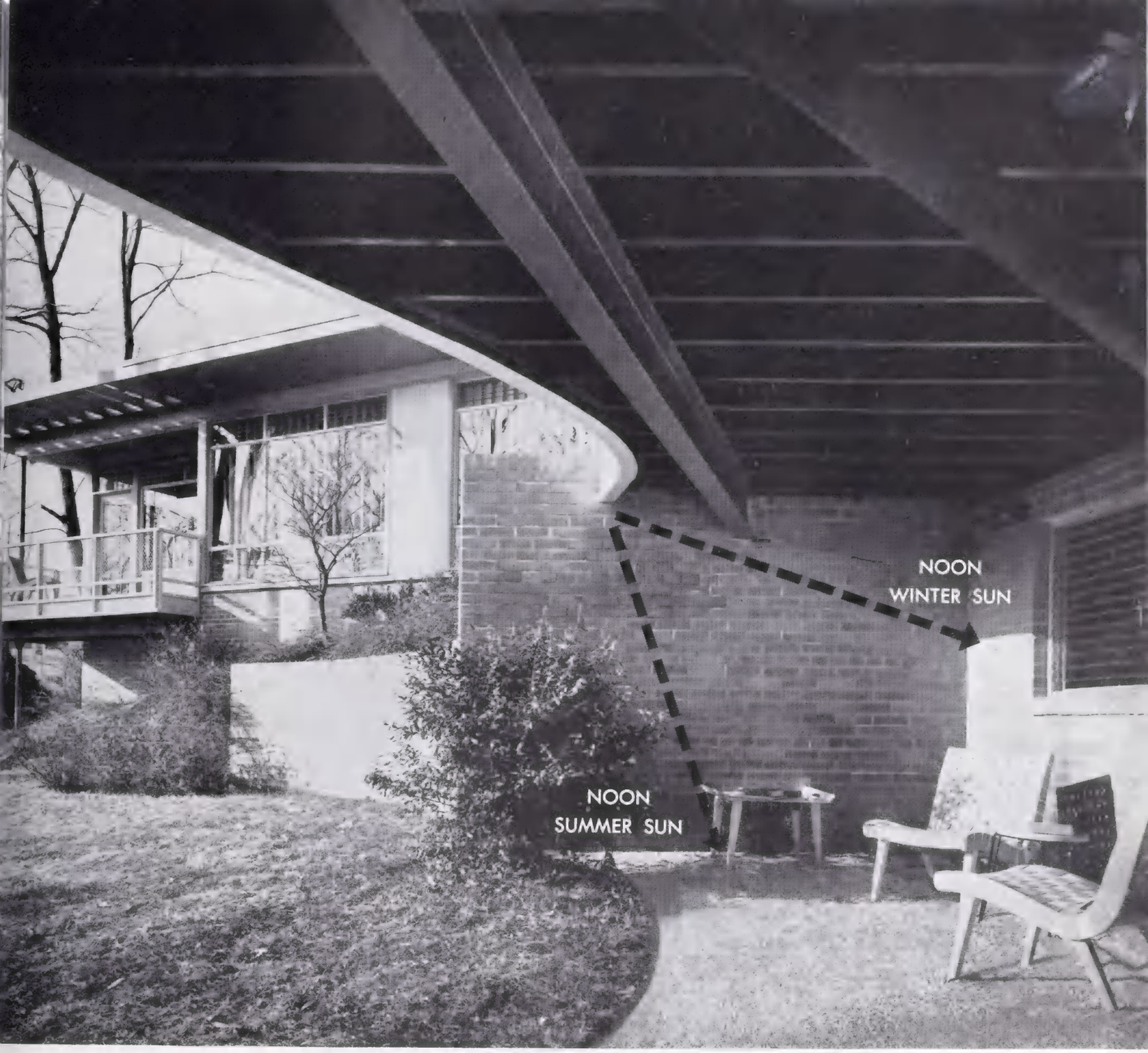
If they can be cool on the Congo

You can be cool on the Potomac

To wring summer comfort out of Washington climate, you've got to start with the right lot, develop the right plan, and leave no trick unturned until the last curtain is hung. This new house will show you how it's done



DRAWING BY VINCENT FURNO AND ROBERT SCHWARTZ



Wind-free sunpocket below balcony is a fine place to lounge on crisp, sunny days

As you can see from the plan at left, the architect had a good lot to begin with—street to the north, slope and view to the south, good shade trees to the west. With such a beginning, you might say, *anyone* could get a good house. Perhaps—but the fact is, many people don't. The country is full of lots whose "natural resources" are never even tapped, much less fully used. In this design, every resource is cannily put to work for the greater comfort and convenience of the owners. See how the design (1) exploits southern slope for winter sun, summer breeze, privacy, and view; (2) protects the house from street, neighbors, and cold winter winds; (3) saves the trees for summer shade; (4) employs a handsome landscape design that's trouble free and easy to maintain. Finally (5) see how the plan permits five out of six rooms to enjoy all the amenities listed above.

Chloethiel W. Smith
Architect

Manning-Winthrop Corp.
General Contractors

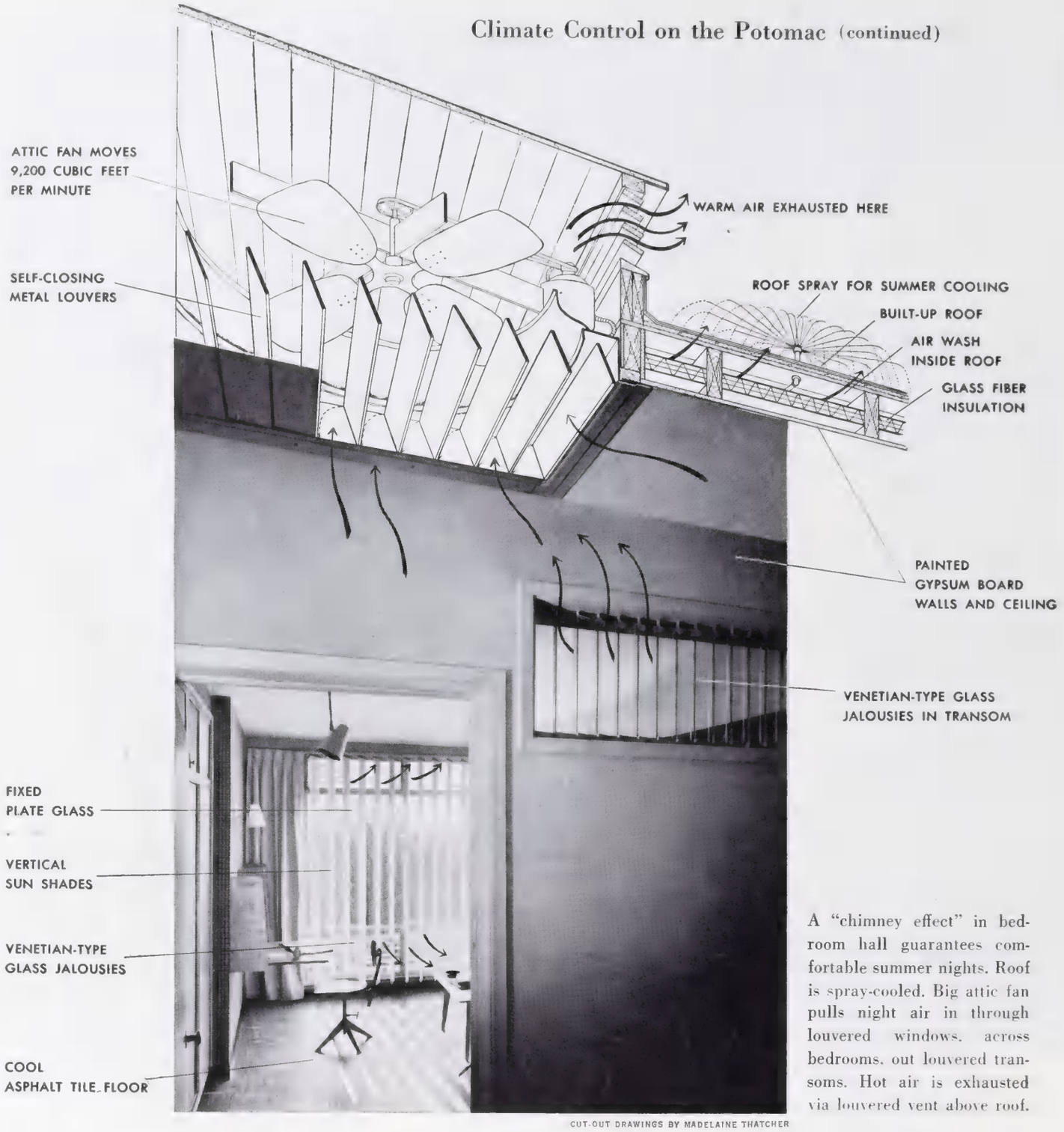
Hans Knoll
Furniture and Decorations

Cary Millholland
Landscape Architect

Thomas D. Church
Landscape Consultant

A. Gude & Sons
Landscape Nurserymen

MORE ABOUT THIS HOUSE ON THE NEXT 10 PAGES



CUT-OUT DRAWINGS BY MADELAINE THATCHER

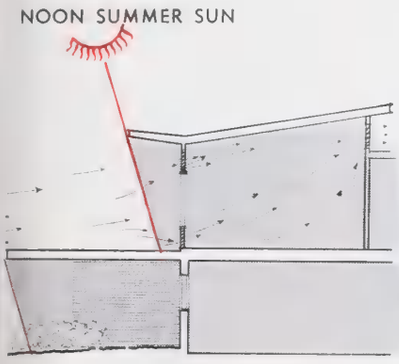
A "chimney effect" in bedroom hall guarantees comfortable summer nights. Roof is spray-cooled. Big attic fan pulls night air in through louvered windows, across bedrooms, out louvered transoms. Hot air is exhausted via louvered vent above roof.

How to make your own private breeze

Here's a recipe for comfort.

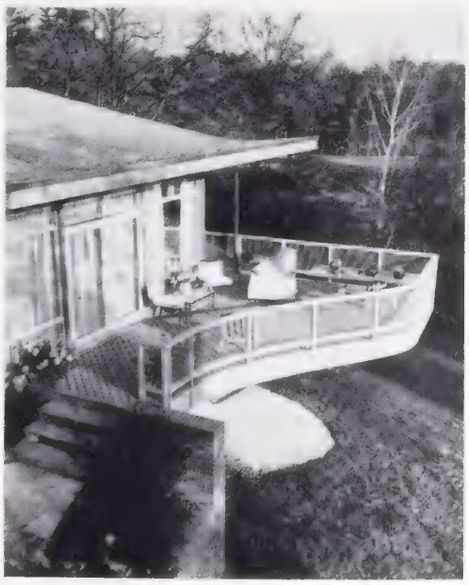
Where summers are hot and humid, use tropic tricks to keep the sun out and the air moving

In summer this house is as open and breezy as a Javanese pavilion. Yet in cold weather it's snug and warm. To win this seasonal flexibility, Architect Smith has used two main tools: a big cool roof and louvered windows. Sized to keep summer sun off all walls, the roof itself is cooled by sprinklers, with airwash and insulation below. Crank-operated louvered windows give every room genuine cross-ventilation. If any breeze is blowing, these windows will admit it almost 100%. When the breeze fails, a powerful fan takes over (sketch above). Windows have interchangeable screens and storm sash.

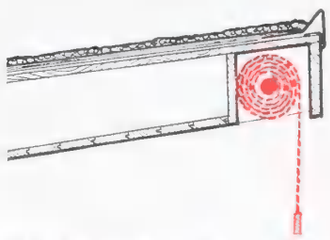


From the balcony, you can see how living room opens up to the southern breeze. What's more important, it can be *left open* during summer showers when you need ventilation most. Wide overhang protects doors, and louvered windows shed water even when open. Note how clerestories along far wall suck hot air up across room. These windows can be left open all summer.

TWO PHOTOGRAPHS BY ROBERT LAUTMAN







House is sited to enjoy winter sun (far left). In summer (left) trees shade most of it from late afternoon sun. To protect unshaded part of living-room glass, architect has built two wood-slat roller shades into cornice (sketch). When lowered these are hooked to wood deck of balcony. Deck is of rot-and-termite-proofed timber, slotted for quick drainage and drying. It's cool and glareless in summer.

Recipe for Winter Warmth and cheer -in Washington -or anywhere

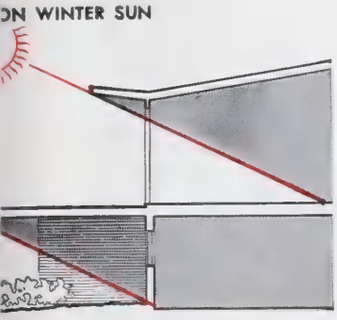


It can get plenty cold in Washington D.C. and often does. Thus, for winter comfort there, you need just about the opposite sort of house as for summer. This demand is met without fuss or feathers.

South wall of living room becomes a solar heat trap that holds the sun in the room all day. When the sun's not shining, weatherstripped doors, storm-sashed louvered windows and roof insulation retain manufactured heat of coils embedded in plaster ceiling. Floor of this room is warmed by heated recreation room immediately beneath.



ON WINTER SUN



ooms as pleasant as this are sel-om accidental. They have to be lanned and must exploit "nat-ral resources" of lot to the full-st. This picture was taken in idwinter, when sunshine is psy-hologically most desirable. In idsummer, wide eaves, wood-slat hades, and deciduous trees in ackground combine to cut out un and sky, render room cool and hady. Year-round, dining area seen here from kitchen) has out-ook and privacy of a country ouse on an average suburban lot.

This Washington house has plenty of seasonal storage

All houses need plenty of storage space, but climates with sharp seasonal variations call for at least two sets of clothing, bedding, sports gear. Out-of-season storage becomes mandatory. This house has both kinds, most of it in prefabricated storage walls like big entrance-hall closet, right. Factory-finished, sliding door units are used throughout bedroom wing. Big, windowless storage room in basement is dehumidified for storage of winter woolens.





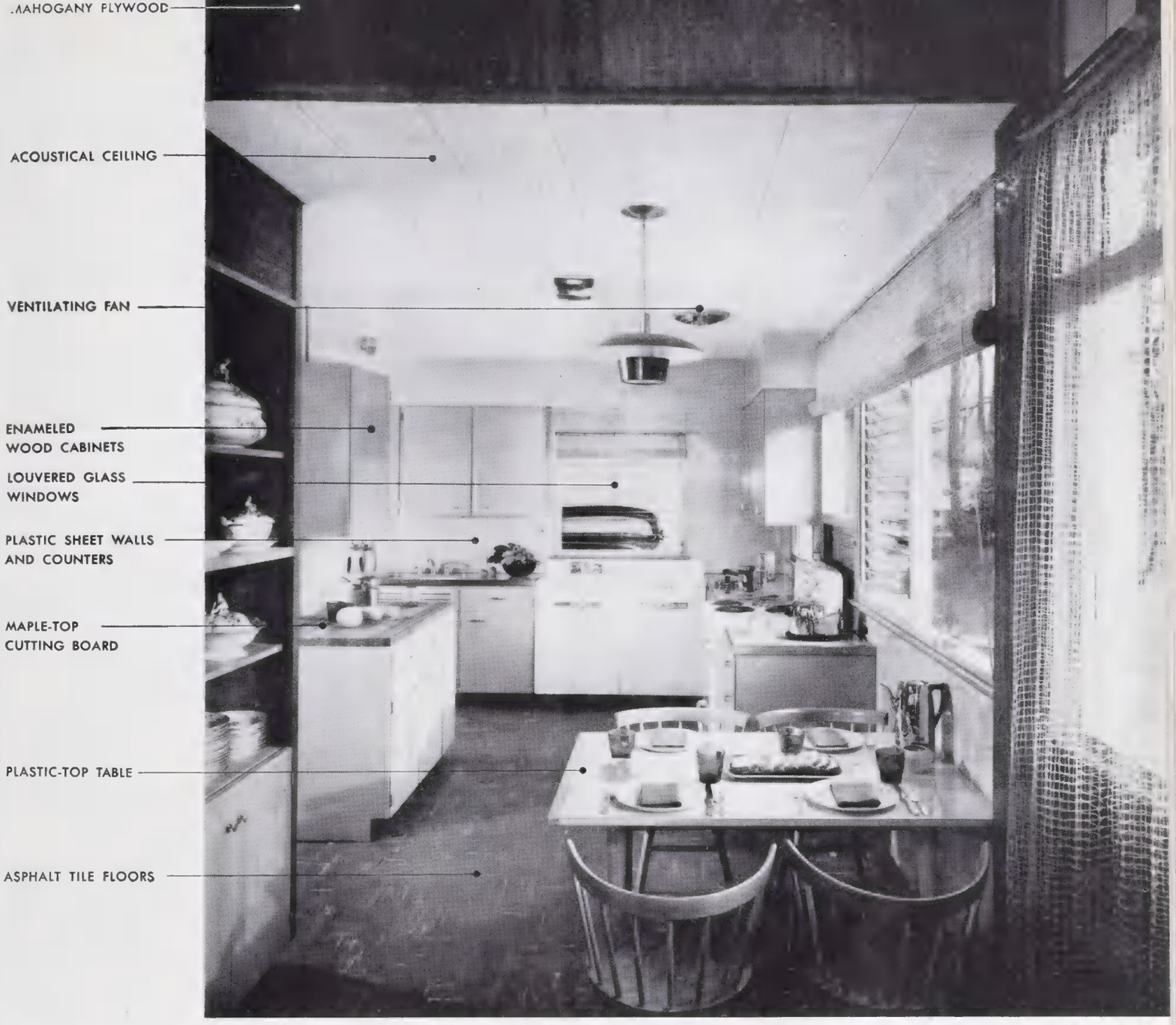


Combination study-guest room is only room in house without southern exposure. Hence special effort was made to keep it warm and well lighted in winter. Heated floors are cork, walls plywood, ceiling painted.

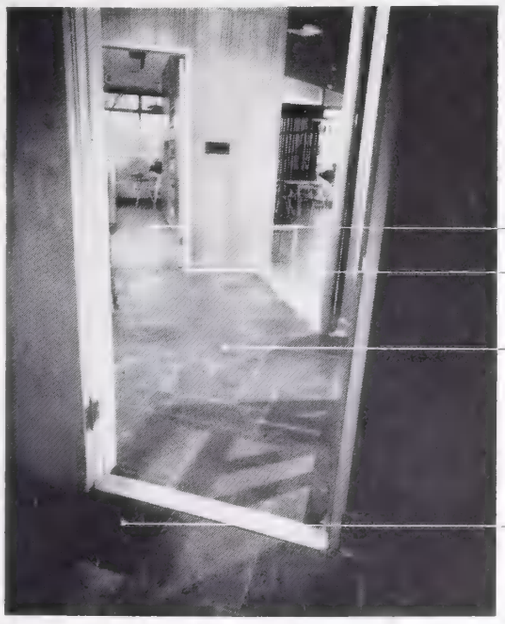
Climate Control on the Potomac (continued)

Choose Climate-wise materials

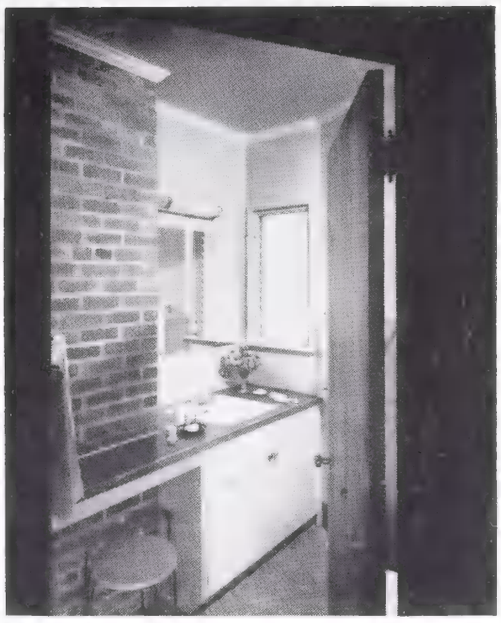
Some people have the idea that locally produced building materials are somehow more appropriate for local use than those from other regions. Some people, on the other hand, will pay a premium to build out of materials from far away. Today neither attitude makes sense. Each material has its special characteristics and should be selected on that basis. How does it perform; i.e., is it washable, resilient, sound-absorbent, etc.? What does it look like? What does it cost? Finally—this is very important—how will it stand up in this climate? Will it resist high heat and humidities, intense sunshine? Is it fungus- and insect-proof? In answering these questions, the specifications for this Climate Control house were written. A wood-framed structure, the house makes wide use of factory-finished wall and ceiling materials. Flooring was selected for function: water and mud-proof flagstone in entry (right); quiet cork in study; resilient asphalt tile in kitchen; and polished hardwood for dancing in living room. (*See list of materials, page 144*)



Resilient floors, sound-absorbing ceiling, walls and counters surfaced in a washable new plastic that is acid-and-alcohol-proof help to equip a kitchen that's a pleasure to work in, a cinch to keep clean.



Looking into entry from study, you can see how floors were selected for different sorts of use.



Like all the baths, powder room is walled in plastic sheets, floored with asphalt tile.

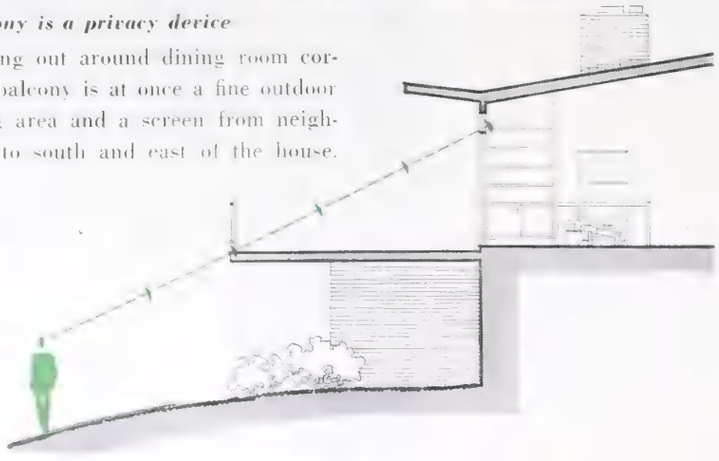
Privacy
Spaciousness
View
} all this and Climate Control, too!

PHOTOGRAPH BY ROBERT LAUTMAN



Balcony is a privacy device

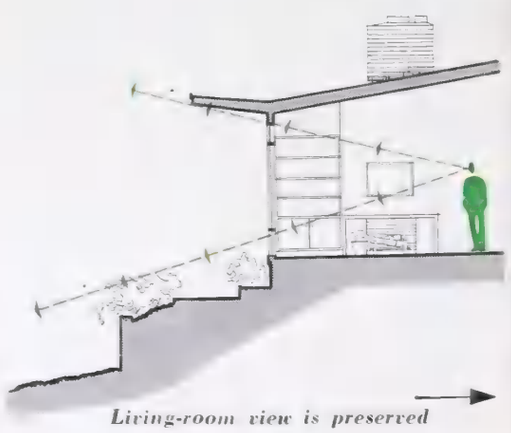
Soaring out around dining room corner, balcony is at once a fine outdoor living area and a screen from neighbors to south and east of the house.



Many people think that, in house design, there's some mortal conflict between art and science, between beauty and function. This is a fiction, as Architect Smith proves here. For example, she did not establish a grade, cut down or plant a tree, or specify a material without reference to Climate Control. But at the same time, problems of texture, color, and proportion were also being decided. The result is a richer, not poorer, design.

Not being gardeners themselves, the owners wanted no heavy burden of garden maintenance. Hence Landscape Architect Cary Millholland has kept the scheme simple. Detailed planting is placed close to the house where it can be enjoyed. Only hardy material, good-looking the year round, is used, and all planting is at full-scale—so there's no waiting for tiny plants to grow up.

Size and shape of living-room balcony were determined in much the same way. Space for outdoor living was wanted, but not at the expense of the view from the fireplace. Hence the balcony was cut back in a sweeping curve (below). At its widest point, it becomes a privacy device, screening the east end of the living room from nearby neighbors (left). The aesthetic success of this kind of planning is evident in the following pages.



Living-room view is preserved

At fireplace end balcony is stepped down to a lower paved terrace (see plan page 130). This terrace also provides small, easily kept flower garden.



PHOTOGRAPH BY EZRA STOLLER © ESTO

Glass wall expands visual dimensions of living room, provides sun in winter, year-round view

Climate Control on the Potomac (continued)

If your house is as well designed as this one, you too can have the luxury of sun, outlook, and privacy—all on an average-size city lot

PHOTOGRAPHS BY EZRA STOLLER © PICTOR





Flooded here with winter sun, this living room will be cool and shady in summer and as airy as a bird cage. Note how balcony wraps around dining corner.

THREE PHOTOGRAPHS BY ROBERT LAUTMAN



Vertical fabric louvers and horizontal glass louvers give bedrooms flexible control of light and air. Louvered transoms (right) are of heat-absorbing glass.



From bedroom balcony you can see how house opens in wide angle to embrace sun and view. In summer, wide eaves shade walls, and sprinklers keep roof cool.

A wide choice of dining spots is offered here—all of them pleasant—in the kitchen, in the living room, out on the balcony, as mood or weather dictates. Handsome, plastic-top tables can be combined to seat up to fourteen persons at dinner.



Looking up hill from south, you see how soaring balcony steps down to permit full view from fireplace end of living room (page 139).

Entrance garden (below) is small, formal and easy to maintain. Evergreen foliage and white gravel make it handsome all year.





Inverted butterfly roof is designed to admit low morning sun into dining and kitchen areas, exclude high noon summer sun.

CONSTRUCTION DATA ON PAGE 144

PHOTOGRAPHS BY MAYNARD PARKER



Will your bulbs bloom as well again next year?

Tulips and daffodils live for years—if you treat them right. Many people get only the first-year bloom, or at best only a token display the second year. But you can be sure of a repeat show if you follow the few simple rules given on the opposite page. They impose no hardship on garden design or summertime maintenance.

Tulips

1 Spray with an "all-purpose garden spray" immediately after each rain to ward off "tulip fire," a rapid-spreading wilt disease that causes the plants to fall over just when the blossoms start to open. Tulip fire is a fungus disease that lives over from year to year on old leaves and petals in the soil.

2 Remove very few leaves when you harvest cut tulips. Each leaf is needed to help replenish the food supply of the bulbs, so cutting leaves reduces the size of next year's blossoms. But you can cut as many flowers (without leaves) as you like. This actually helps your tulip bulbs by reducing the demand for food.

3 Keep your tulips growing actively after bloom to give them a chance to make and store a food supply. If you want to use the space for summer flowers, dig the tulips carefully and replant them in an inconspicuous sunny place elsewhere. Allow them to grow until they die down naturally (usually about July 1).

4 Stop watering when the leaves start to turn yellow. Tulip bulbs must be quite dry all summer. The natural rains do no harm, unless the season is unusually wet, but the watering you must do to make summer flowers thrive in the same soil is definitely too much for tulips—causes them to split into a crowded mass of tiny bulbs.

PROTECT YOUR BULB INVESTMENT

Daffodils

1 Avoid letting grass choke your daffodils, the most common trouble when daffodils are naturalized in the lawn. Hand-clip the grass a few times during the cool wet weeks in early spring when the grass grows so rapidly. You'll find your daffodils will stay shorter, hence sturdier when buffeting spring rains come.

2 Cut the flowers carefully. Remove few leaves, and avoid injuring the others. (All leaves are rolled together at the base, so you must go slowly.) Daffodils live for many years and spread rapidly if they have a chance to build an ample food reserve each year. The leaves do this after the blossoms fade.

3 Allow your daffodils to grow until the leaves naturally turn yellow and die (usually about July 1). After this you can mow over them for the rest of the year. Unlike tulips, daffodils don't seem to be bothered by summer moisture, so you can plant later flowers among them if you grow daffodils in flower bed rather than in the lawn.

Modine Convectors

**give you beautiful styling . . .
superb comfort**



MORE and more top American designer-decorators are turning to beautifully styled Modine Convectors — and for good reason. Modine's handsome enclosures blend so well with any decorative treatment. Recessed in walls — or installed against them, Modines save space — do not restrict furniture arrangement.

And even more important, Modine Convector Radiation gives you the ultimate in hot water or steam heating. It's the perfect combination of radiant and convected heating.

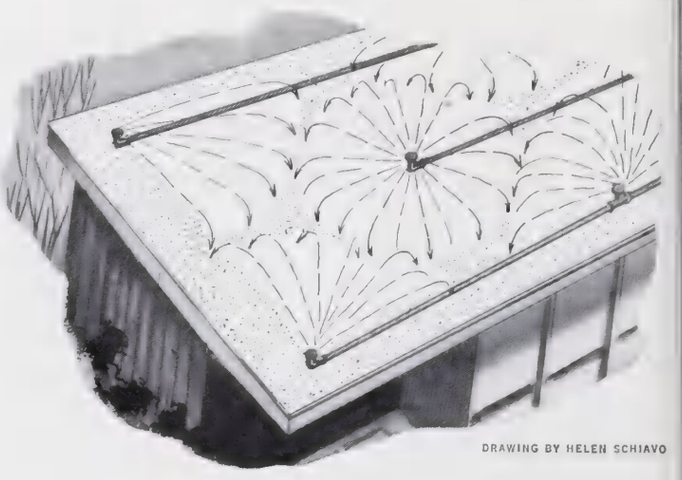
Modines respond instantly to individual room temperature control . . . give gentle warmed air circulation without motors . . . cost *less* than ordinary, old-fashioned radiators!

For illustrated bulletin, call your Modine representative—listed in the classified section of your phone book. Or write to Modine Mfg. Co., 1516 Dekoven Avenue, Racine, Wisconsin.



Modine CONVECTORS

R-1094



DRAWING BY HELEN SCHIAVO

• When you realize that an unshaded roof in a Washington summer can easily reach 160° F., you can see why Architect Smith has used a sprinkler system on this roof. Spray heads, laid out like lawn sprinklers, are thermostatically controlled to keep roof cooled down to a fixed temperature.

CLIMATE CONTROL ON THE POTOMAC

CONTINUED FROM PAGE 129

To cope with Washington's cool winters and stuffy, muggy summers a house must be as flexible as the one shown on pages 129 to 141. Here the architect combines far-sighted design and the following climate-wise materials and efficient equipment:

Foundations: Cinder block, Washington Brick Co., Washington, D.C. Waterproofing, Perma-Bond.

Structure: Brick north wall and basement, Alwine Brick Co., New Oxford, Pa. Fir frame, West Coast Lumberman's Association. All steel, Bethlehem Steel Co., Bethlehem, Pa. USG perforated rock lath, U. S. Gypsum Co., Chicago, Ill.

Dampproofing: Sisalkraft Co., Chicago, Illinois.

Interior wall surfaces: Sheetrock on bedroom walls and ceilings, U. S. Gypsum Co., Chicago, Ill. Mengelux paneling in living room and entrance hall. Mengelboard in library, entrance hall, and one wall in kitchen. The Mengel Co., Louisville, Ky. USG Red Top cement plaster, gauging plaster, and finishing lime, and USG metal Z-rib lath used in living-room ceiling. U. Gypsum Co., Chicago, Ill. "Pan yte" plastic sheeting on bathroo and kitchen walls and counte Panelyte Division, St. Regis Pap Company, New York 17, N.

Roofing: Built-up, 20-year bon Ruberoid Co., New York, N. Y.

Flashing and metal work: Reve Copper & Brass Co., New Yor

Windows and screens: Adjustal louvered-glass windows; inte changeable screens and storm sa throughout the house. Clearvi Venetian Window Co., Dallas, Te

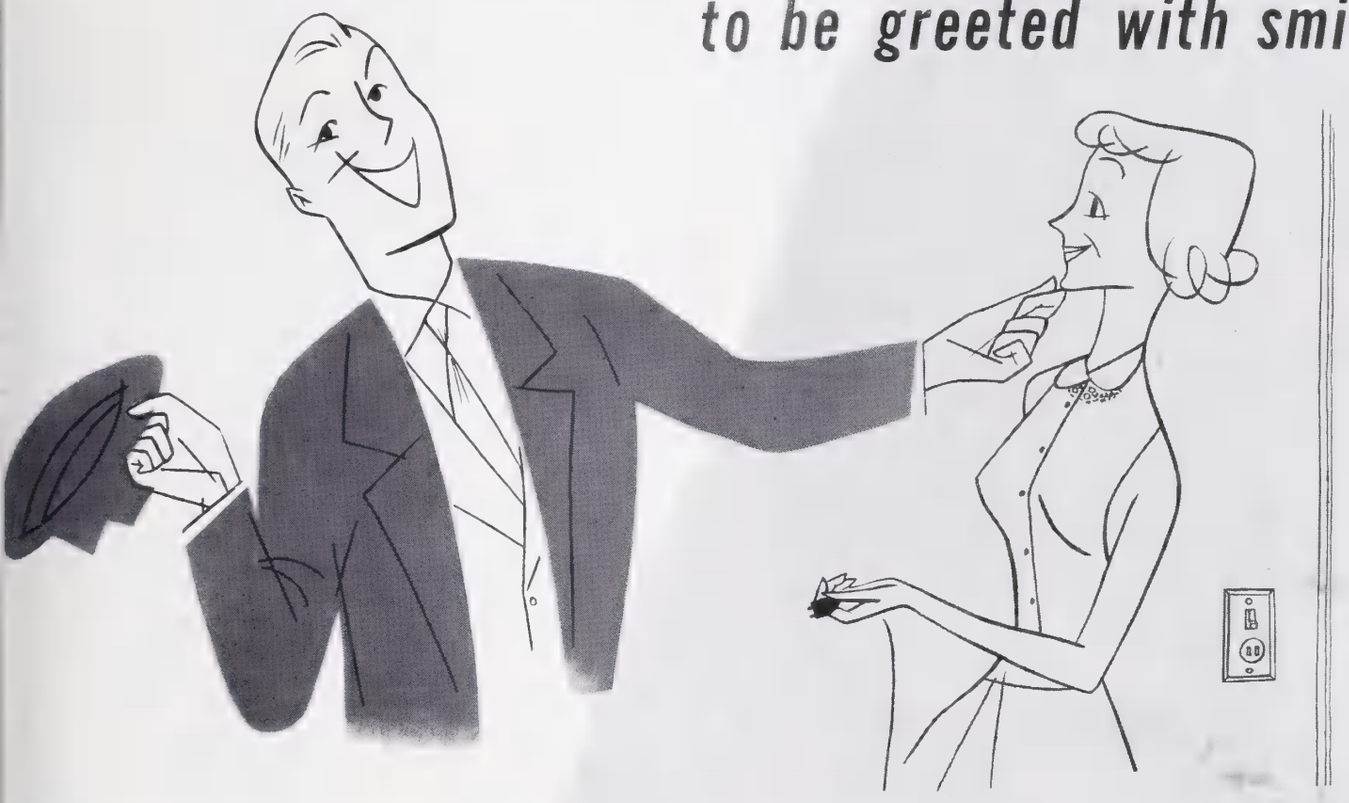
Glass: "Solex" heat-resistant gla in west end of house, all fixed p ished plate and glass doors, Libbe Owens-Ford, Toledo, Ohio.

Exterior basswood shades: Colu bia Mills, Inc., New York, N. Y.

Doors: Solid core birch entran door and flush panel birch interi doors, The Mengel Co., Louisvil Ky. Service door with louver panel. Clearview Venetian Windo Co., Dallas, Texas.

(*Continued on page* 146)

"It's great to be greeted with smiles"



"And our home is full of smiles. Sally says that's because the house is easy to run. The washer does a fine job —and without blowing a fuse . . . the toaster and percolator heat up quickly. In fact, all our appliances work fine and are easy to use. You can see what you're doing around the place, too.

"Our house has Adequate Wiring and it benefits our whole family. You see, electrical appliances and good lighting are standard equipment with us. And Adequate Wiring lets us enjoy all the comfort, convenience and recreation electricity can bring, with a maximum of economy and a minimum of bother. Then, too, it makes it easy for us to add more equipment later."



"You can iron while the washer does the second load—without blowing a fuse."



"Lots of outlets handy—no need to crawl under the couch to connect the vacuum."



"Having Adequate Wiring at the start, you can install new electrical equipment without the fuss, muss, and expense of major re-wiring."

very homeowner or prospective homeowner should read the National dequate Wiring Bureau's easy-to-understand book about home wiring. /hether you intend to buy, build, rent, remodel or continue with your resent house, it tells you how to plan for trouble-free electrical living. The National Adequate Wiring Bureau has no product to sell. It dvertises solely to spread knowledge concerning Adequate Wiring, n essential but frequently neglected requirement of modern living. Mail the coupon today—and enclose 15¢ in stamps or coin.

NATIONAL ADEQUATE WIRING BUREAU
DEPT. A—155 EAST 44th STREET, NEW YORK 17, N. Y.

Please send me the booklet about Adequate Wiring. I enclose 15¢.

Name .....

Address .....

City ..... State .....

Duncan's LILY OF THE VALLEY ROCK CRYSTAL



Duncan's Lily of the Valley Crystal with Gorham Sterling and Castleton's China.

Duncan's Lily of the Valley rock crystal—with its wisps of valley lilies hand cut into sparkling stemware, plates and decorative pieces—harmonizes perfectly with fine china and sterling silver.

See this exquisite crystal at your favorite jewelry, gift or department store and write for your free folder illustrating all items available.

Duncan

THE DUNCAN & MILLER GLASS CO., Washington, Pa.

"The loveliest glassware in America"

CLIMATE CONTROL ON THE POTOMAC

CONTINUED FROM PAGE 144

Paint: Glidden Co., Cleveland.

Finish Flooring: "Kencork" in study, "Kentile" asphalt tile in bedrooms, hall, baths, and kitchen. Kentile, Inc., Brooklyn, N. Y. Random-width ranch plank in living room. E. L. Bruce Co., Memphis.

Hardware: Schlage Lock Co., San Francisco, California.

Plumbing fixtures: Tubs, toilets, shower, and lavatories. American Radiator & Standard Sanitary Corp., Pittsburgh, Pa. Sinks in master bedroom and guest lavatory. Briggs Manufacturing Co., Detroit, Michigan. Water heater, Rand Manufacturing Co., Pittsburgh, Pa.

Heating: Gas boiler. American Radiator and Standard Sanitary Corp., Pittsburgh, Pa. Steel piping. Bethlehem Steel Co. (Rayduct Steel Pipe Corp.), Bethlehem, Pa. Copper coils used in all ceiling radiant heating. Phelps Dodge Copper Corp., New York, N. Y.

Roof cooling: April Showers Co., Washington, D. C.

Ventilating: Exhaust roof-fan, Hunter Fan & Ventilating Co., Memphis, Tenn. Kitchen fan. Ilg Electric Ventilating Co., Chicago, Ill.

Heating insulation: Glass fiber insulation. Owens-Corning Fiberglas Corporation. Toledo, Ohio.

Sound insulation: Textured acoustical tile, Owens-Corning Fiberg Corp., Toledo, Ohio.

Lighting fixtures: "Under Kabin Lite." Alkco Mfg. Co., Chicago, All other fixtures, Lightolier, I Jersey City, N. J.

Kitchen equipment: Cabine Kitchen Maid Corp., Andrews, I Range, refrigerator and freez Nash-Kelvinator, Inc., Detro Mich. "Panelyte" counter and ta tops. Panelyte Division, St. Re Paper Company, New York, N. Ironer, Ironrite Iron Co., Mou Clemens, Michigan.

Storage walls: The Mengel C Louisville, Kentucky.

Medicine cabinet: Miami Cabi Division, Philip Carey Manufacti ing Co., Middletown, Ohio.

Interiors

All furniture and fabrics: Kn Associates, Inc., New York, N.

Vertical sun shades: Thru- Vertical Blind Co., Rye, N. Y.

Wallpaper: Thomas Strahan Co pany, Chelsea, Massachusetts.

Floor coverings: "El Pueblo" r in living room. C. H. Masland a Sons, New York, N. Y. "Wun Weve" rug in bedroom. Belr Mills, Inc., Greenville, S. C.





"Elevette"
Vertical lift for stairwell, closet or corner. Installed with or without enclosure. No overhead machinery. House-lighting-circuit operated.

HOME ELEVATORS

Bring New Comfort and Convenience to Your Home

Install a home elevator for use by all members of your family. Particularly useful for elderly folks and invalids. Installation is simple—cost probably lower than you think.



INCLIN-ATOR
The original Stair-Lift. Electrically operated from house lighting-circuit. Safe—simple. Seats fold up when not in use.

Write for full information and name of nearest dealer.

2206 Paxton Blvd., Harrisburg, Pa., U.S.A.

INCLINATOR COMPANY OF AMERICA
Pioneers of the simplified passenger lifts for the home

BUILDING WILL BE TOUGHER

CONTINUED FROM PAGE 106

n locating scarce items in the market. Most of the articles, the future manufacture of which is banned, may still be used if already manufactured ones can be found in the market. This means that some supplies of the copper and aluminum products referred to will still be around for several months. Second, you will have to be willing to accept substitutes for what you might otherwise have specified. Many of these will serve quite well. Third, you will have to be ingenious in utilizing substitutes. Where materials of good quality cannot be had, you will have to provide for future replacements.

Always there is the possibility that other types of controls may come. For example, there may be an actual prohibition of residential construction without special permission from the federal government. This has already happened with commercial building. If applied to houses, it would probably bear very heavily on houses above a certain size or price. Another possibility would be a stringent control of the amounts of materials used in home building—like the Controlled Materials Plan of the last war. Again, this would probably hit hardest at what government officials like to refer to as "luxury type" houses. But if and when this sort of thing should happen, strong assurances have been given that work already started will be allowed to go to completion. It may even be that, under such circumstances, aid will be given to assure the completion of houses that are under construction.

If you have the hardihood to go ahead, you may have one consolation. In spite of all the difficulties, it is unlikely that you will ever be able to build more cheaply than you can now. There is no record of building costs in the years after a war ever falling to their prewar level. From the beginning of World War II until the lull this fall, residential building costs rose about 100%. There is little expectancy that the present effort can be accomplished without further inflation. The outlook, of course, is the same for existing houses. If you can find what you want—or nearly what you want—right now is a good time to buy.

IMPORTANT NOTICE TO SUBSCRIBERS

● If you are going to move, it is necessary that the proper notification be made at the earliest possible moment so that you may continue to receive your copies of HOUSE BEAUTIFUL without interruption.

Such notification should be made to HOUSE BEAUTIFUL by letter, post card, or post office form #22S, giving the old address as well as the new, with postal zone number if any. You should also notify your local post office on postal form #22 of your change of address.

Since considerable time is required to process a change of address, you are urged to advise the HOUSE BEAUTIFUL Subscription Department as soon as you know your new address, preferably five weeks in advance.

HOUSE BEAUTIFUL Subscription Department
250 West 55th Street, New York 19, N. Y.

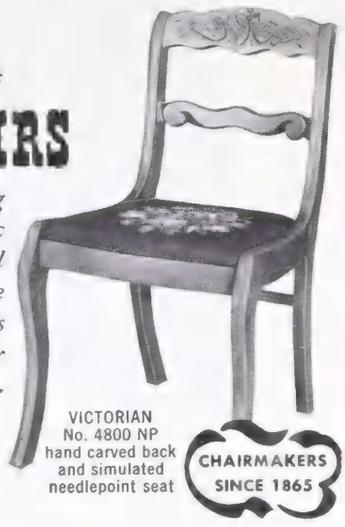
Whatever you put first—beauty, utility or price—first to last

TELL CITY CHAIRS

will be among your most satisfying and lasting possessions. Authentic Period Styling and fine handcrafted construction give you both decorative perfection and every-day usefulness in side, arm and rocking chairs for dining groups and occasional uses.

WRITE FOR FREE "Guide to Good Chairs" and Decorator Book on Period Styling

TELL CITY CHAIR CO., Dept. 4, Tell City, Ind.

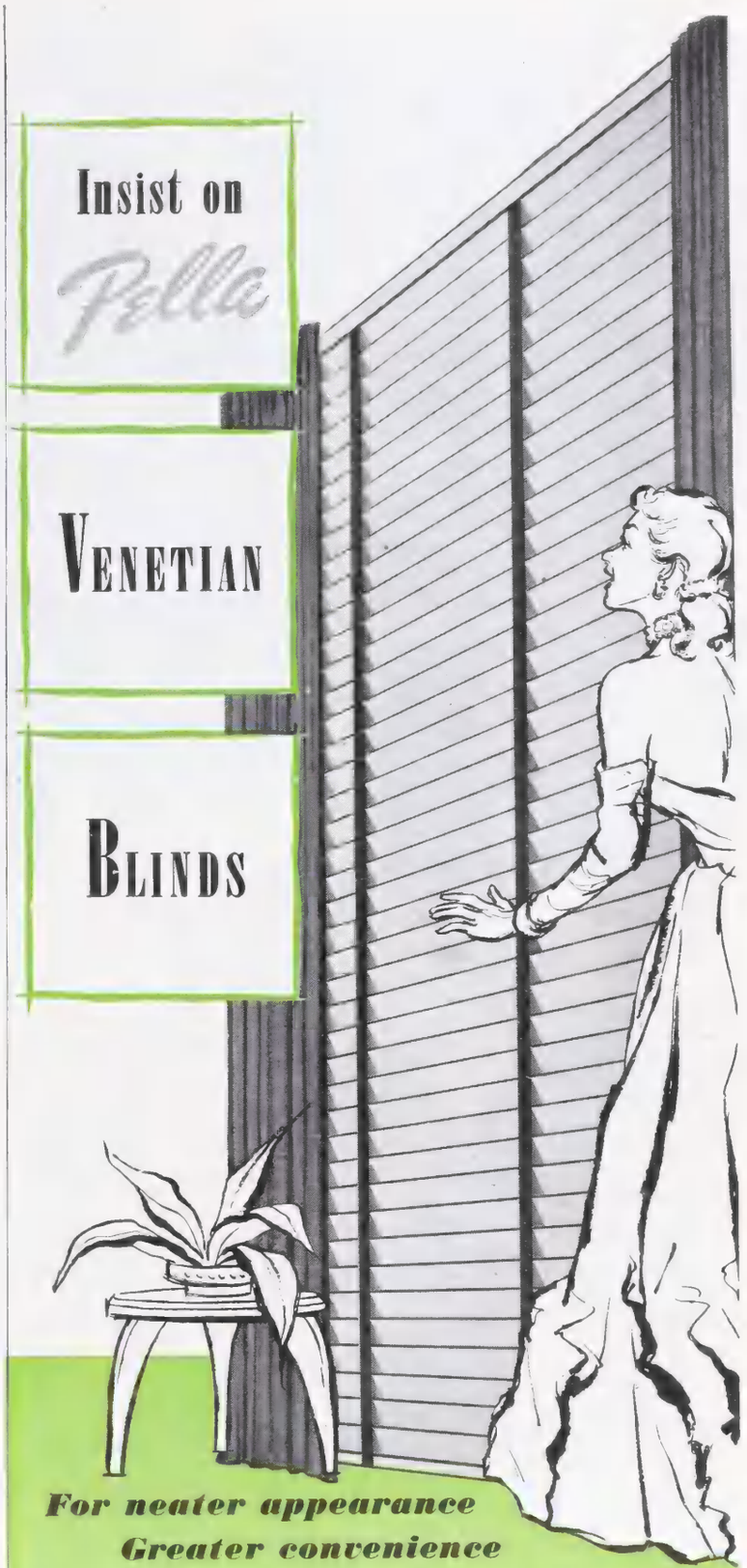


VICTORIAN
No. 4800 NP
hand carved back
and simulated
needlepoint seat

CHAIRMAKERS SINCE 1865

Insist on Pella

VENETIAN BLINDS



For neater appearance
Greater convenience
Smoother performance

Individually tailored to fit *your* windows . .
Pella Venetian Blinds bring new beauty into every room.
All mechanism is neatly enclosed.
Cords are lustrous, enduring Nylon.
So smooth to raise and lower . . . So easy to tilt.
Highest-quality woven or soil resistant Plastic tapes . . .
Steel, Aluminum or Wood Slats in your favorite color tones.



AT LEADING STORES EVERYWHERE

Send for ***FREE BOOKLET*** *of modern ideas and illustrations to help you plan your window treatments. Write to: Rolscreen Company, Dept. C-24, Pella, Iowa.*

ALSO MAKERS OF FAMOUS PELLA ROLSCREENS AND PELLA CASEMENT WINDOWS



WHITNEY PLANNED SETTING

The New England dining room shown is delightfully reminiscent of the finest Colonial dining rooms.

Furniture: *Whitney Maple*
Hitchcock Arm Chairs No. 7267
Hitchcock Side Chairs No. 7266
Brookline Table No. 7504
Buffet Mirror No. 6511
Holliston Buffet No. 7480
Holliston China Cabinet No. 7482

Walls and Woodwork: *Chartreuse paint*

Floor Covering: *Oriental rug or wall-to-wall broadloom in dark green*

Draperies: *Waverly's Glosheen Waverly Spray No. 31*

Note: Ask your local master painter for an estimate on painting your walls and woodwork.

YOU CAN HAVE A

Gracious room LIKE THIS

It's easy to create this charming dining room with the Whitney Planned Setting. The lovely background shows off the full beauty of the Whitney Maple furniture. It is an appropriately planned setting for the ageless authentic Colonial designs and skilled workmanship of every piece of your Whitney Maple. It is a setting as ageless as the Whitney Maple you buy today.

★ WHITNEY ★
®
Maple



"PLANNED SETTINGS" ...24-page book of decorating ideas. Illustrations of complete rooms and loads of "how-to's".

W. F. Whitney Company, Inc.
Dept. HB-451, South Ashburnham, Mass.

Enclosed is 25¢ in coin for my copy of "Planned Settings"

Name .....

Address .....

FOR DELIVERY MAY 1

CONTINUED FROM PAGE 120

PHOTOGRAPH BY MAYNARD PARKER



• This expanded steel furniture can take a beating from all kinds of weather. The mesh seats and backs of the chairs are surprisingly comfortable, but rubber pads are available for added softness. Both coffee table and dining table have glass tops that can be easily cleaned by spraying with garden hose. Var Keppel-Green.

PHOTOGRAPH BY EMELIE DANIELSON NICHOLSON

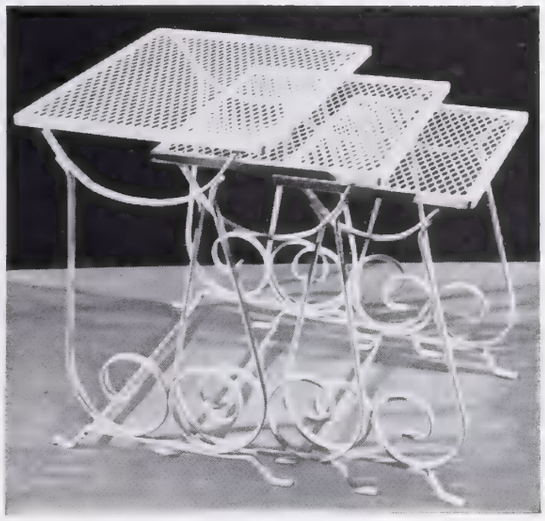


• Outdoor furniture of aluminum, lacquered and treated to prevent corrosion, is elegant enough to be brought indoors during the winter months. These chairs and glass-top console are part of a group which includes armchairs, sofa, coffee table, and other pieces all designed by Richard L. Sandfort, Watson & Boaler.





• A "Snoozer" and ottoman look very inviting for a lazy afternoon in the sun! Its back raises or lowers depending upon whether you want to read or to catnap. This one, and matching coffee table, is made of redwood, but the group also comes in magnolia. Parz of California.

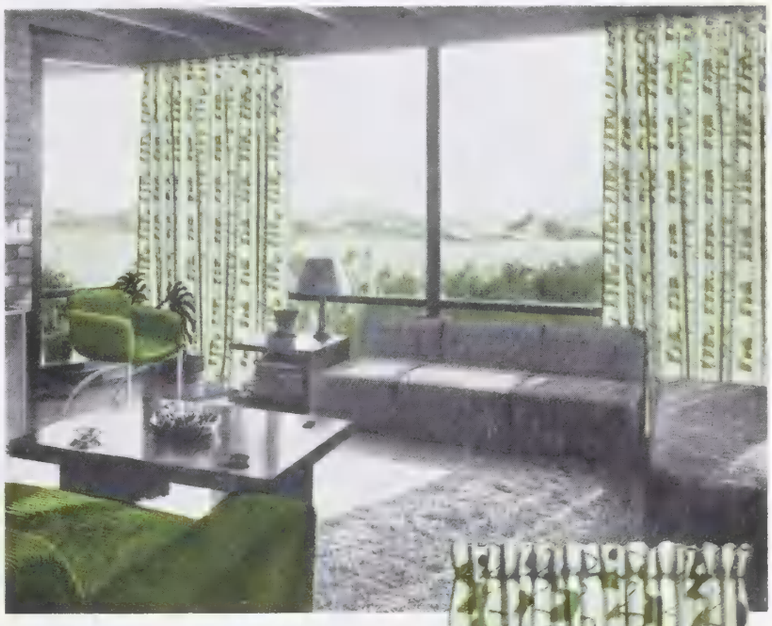


■ Outdoor parties call for a nest of tables that are easy to tote around and place strategically for holding cigarettes and drinks. Instead of glass, these have mesh tops that can't break. Matching chairs and rockers have mesh seats. They are made by Gallo Original Ironworks, Inc.

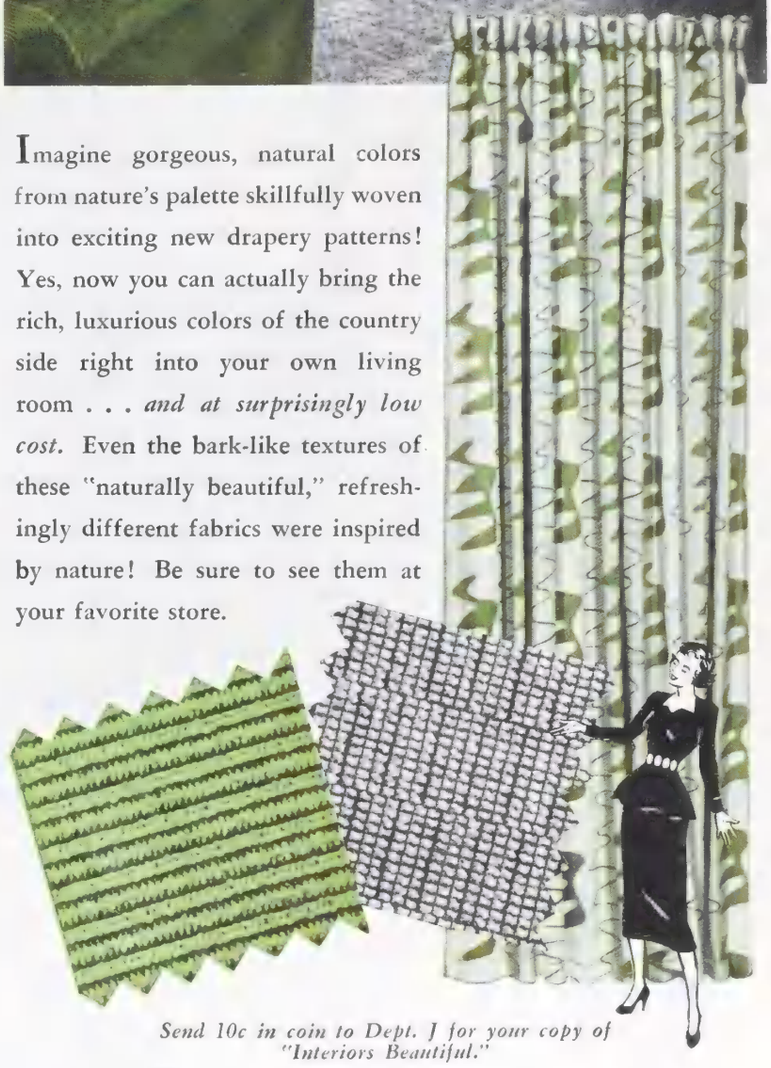


■ Steady enough to keep its balance on the high seas, this yacht chair folds up for storing and carrying. With its hand-rubbed ebony finish, it would be a handsome extra chair for watching television in the living room. "Shagmoor" cover comes in a variety of colors and is removable for washing. Everett Brown Assoc.

Outdoor Beauty
brought to Indoor Living!



Imagine gorgeous, natural colors from nature's palette skillfully woven into exciting new drapery patterns! Yes, now you can actually bring the rich, luxurious colors of the country side right into your own living room . . . *and at surprisingly low cost.* Even the bark-like textures of these "naturally beautiful," refreshingly different fabrics were inspired by nature! Be sure to see them at your favorite store.



Send 10c in coin to Dept. J for your copy of "Interiors Beautiful."



Fincastle FABRICS

FOR DRAPERIES, BEDSPREADS, SLIP COVERS AND UPHOLSTERY

LOUISVILLE TEXTILES, INC., 1318 McHenry St., Louisville 4, Kentucky



For the room most personally yours . . .

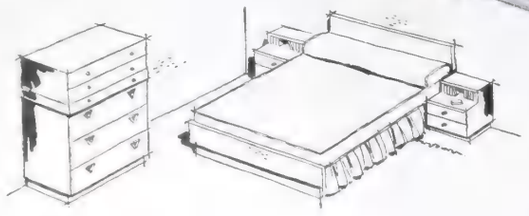
MODERN

that adapts itself most distinctively to your special needs . . .

ALBERT MODERN

Typically Albert: handsome and functional headboard . . . spacious triple dresser . . . available in exclusive Albertone finishes: Heather Walnut or Cordovan Mahogany





Send 10¢ for Albert's new booklet MODERN AT ITS FUNCTIONAL, BEAUTIFUL BEST. Address Dept. HB, Albert Furniture Co., Shelbyville, Ind.

On display in your city's leading stores.

ALBERT

FURNITURE COMPANY

Shelbyville, Indiana

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 85



This versatile heater-fan also fu tions handily as a hair dryer. latch front of the unit and dr hood unfolds accordion-like to rect warm air onto the head. normal position it provides hea or fresh cool air for the bathro It also has a foldaway bar t swings down to hold small ticles in quick-drying air stre Freshn'd-Aire's Wall-aire affi anywhere without screws. $39. Carson's Chicago, Ill.

Imagine being able to wash off an old paint or varnish finish (even multi-layers) with water! Brush Lazy Bill on, let it be for 20 minutes or so, and you can. Let it tarry for hours if you wish. A control ingredient halts Lazy Bill's action when its work is done. Meanwhile, it clings moistly, even on upside-down areas. The plasticized marvel is gentle, non-flammable, too. $2.25 a qt. Davies & Co., Glen Rock, N. J.





Assorted sleeves adjust Ma koter's roller to the type a thickness of the paint at ha That aspect of its design, and engineering that makes sure a drop of paint leaves the p capacity reservoir except wh Magikoter is a-rolling, contrib mightily to its expert, clean serv to amateurs or the initiated. saves time galore and is a "mu for applying dark hues expert $5.50, Bloomingdale's, N. Y. C.

Dusting and caring for furniture is half the job when it's treated with O-Cedar's Silicone-based Dri-Glo every month or so. Rubbing it to a satiny luster after it dries is little more work than dusting. It's a hard-as-can-be finish that repels dust and fingerprints alike. Water-repellent, too; nor do mishaps like spilled coffee or milk faze it. Equally good for porcelain, enamel, metal. $1, Macy's, New York, N.Y.





Be your water problem the pr ence of chlorine taste and o or of extraneous organic matt Aqua-Mite handles it with skill. network of screens and enduri chemicals deliver the water pu fied and clear. Reversing the filte ends (both give identical servic flushes out accumulated resid It needs no other attention. Stur plastic housing withstands extre heat or cold. $6.95. Marsha Field's, Chicago, Ill.

(*Continued on page* 158)



SWANK

. . . yet so Swishable

Resign yourself to it, there'll be talk if you have *Vitrolite** walls in your bathrooms . . . talk you'll delight in hearing. Because *Vitrolite* is one of those uncommonly lovely touches guests are sure to admire in your home. Most people agree it makes the most handsome wall there is.

Vitrolite is glass, you know. Thick, sleek, richly colored glass, polished to mirror luster. Waterproof, of course, splash it as you will . . . even in a stall shower. A swish of a cloth whisks away spatter marks and makes it glisten again. *Vitrolite* never needs refinishing, never shows its age. Will not craze, swell or warp.

What colors? Twelve of them, perfectly correlated to blend or contrast, give free rein to your decorative talents and tastes. See them at the nearest L·O·F Glass distributor or dealer. Consult your classified telephone directory or write us for their names. Libbey·Owens·Ford Glass Co., 4541 Nicholas Bldg., Toledo 3, Ohio. *®



GET THIS BOOK. "Walls of *Vitrolite*" contains helpful hints for interior decorating, shows the 12 colors, gives full technical information. Send for your copy today. It's free.

CADET BLUE
DARK GRAY
CACTUS GREEN
PEACH
MAHOGANY
ALAMO TAN
RED
JADE
SKY BLUE
LIGHT GRAY

PLUS BLACK AND WHITE

L O F GLASS

VITROLITE COLORFUL GLASS PANELING

For Bathroom . . . Powder Room . . . Kitchen

WHICH *Downs* CARPET...



FITS INTO YOUR DECORATING SCHEME?

Downs has all the answers! A complete collection—complete in the all important points of pattern, price and color, will satisfy your every carpet desire. DOWNS has everything including the high styling you prefer. There's a color for every room, a pattern for every period and a price for every budget. If DOWNS Carpets cannot be seen in your community, write us for store nearest you.

LA VOGUE—*high pile wilton broadloom.* In Blondmist, Silverglo, Willow Green, Pink Frost, French Garnet.



REXFORD—*carved wilton broadloom.* In Honeywheat, Beach Grey, Southsea Green, Nassau Green, Sierra Rose.



ELCREST—*embossed and carved wilton broadloom.* In Cinnamon Rust, Silver Lustre Grey, Precious Jade Green, Horizon Green, Chiquita Rose.



ENFIELD—*sculptured wilton broadloom.* In Sandalwood, Beach Grey, Serene Green, Crushed Mint, Festive Rose.



ELCARA—*textured wilton broadloom.* In Seaspray Green, Silverhaze Grey, Parfait Beige, Flamingo Rose.

DOWNS CARPET COMPANY, INC.

Philadelphia 34, Pa.

Quality Wiltons For Over A Century

Now Ready . . . New DECORATING BOOKLET. It's Interesting, Informative! Write for yours today! Send 10c to cover handling.


WE CALL IT
Dura-faille
YOU'LL CALL IT WONDERFUL!
Here's an all combed cotton faille that's permanently lustrous; it retains its sheen through washing and dry cleaning. What's more, it's vat dyed and won't stretch or sag! Choose from modern, stylized or traditional patterns in full length panel designs or allover patterns. If it has MM on the selvage it has to be good!
Vat Dyed • Washable • Dry-Cleanable • Permanent Sheen
MEAD & MONTAGUE • 245 FIFTH AVENUE, NEW YORK 16
MEAD & MONTAGUE
MM
DECORATIVE FABRICS

From your visions of elegance ...this glowing splendor

The New Riviera Group in Radiant Cherry Wood





If you've always longed to own the most magnificent dining room for miles around—a dining room that simply blazes with the look of luxury—feast your eyes and your dreams on Drexel's newest style! It's the Riviera Group, crafted of precious cherry wood and rich in the rhythmic lines and brilliant detail so typical of the Louis XV period. It recaptures for you the spirit of France's Golden Era—and promises a new Golden Era in your own home!

You get far more than just the appearance of luxury in this group. It is rich, too, in the important details of construction and fine cabinet woods under a hand-worked 28-step finish!

The Riviera Group is one of many Drexel styles. For every home, for every room, there's a Drexel group designed and priced to suit your needs. Look for them—and insist on the "by Drexel" brandmark, your proof, always, of exceptional value.

FOR FURNITURE VALUE—BUY DREXEL



See the Drexel Decorama soon—easy-to-use decorating help, tailored to suit your budget and your tastes.

NEW! Drexel Cream Wax—cleans, polishes, and renews the finish! At your Drexel dealer or send $1.00 for pint bottle to Drexel, 472 Huffman Rd., Drexel, North Carolina (sent prepaid).

Write today for the Drexel booklets: "Travis Court Portfolio"; "New Versatility"—about contemporary Precedent; "American Traditional"; "18th Century Traditional." 10c each or 35c for the complete set, in coin only. Address: 472 Huffman Road, Drexel, North Carolina.



by Drexel

Drexel FURNITURE COMPANY

DREXEL, NORTH CAROLINA

WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM AND DINING ROOM FURNITURE

Encourage good planting for commercial buildings

Here is a civic activity that merits the full support of your garden club. Also ask your local nurserymen to help with the project



• Good planting for commercial buildings makes your town look more friendly. And attractive landscaping is just as good a sales tool as attractive window displays. Here a city drugstore is "dressed up" by a window box planted with flowering annuals. In climates where the winters are severe, window boxes can be planted with evergreens for year-round beauty. Potted plants are added for splashes of color.

PHOTOGRAPHS BY MAYNARD PARKER



E. GILBERT MASON, DESIGNER

• Outdoor planting is brought indoors to give continuity to the entrance of this architect's office. The monstera plants are growing in ground-level beds rather than in the homely wood tubs that are so often used for indoor plantings. This type of landscaping is fine for all kinds of public buildings. It gives a warm, finished look to a lobby or entrance that might otherwise be bare and cold.

(Continued on next page)

Prelude for a Party

VIKING HAND MADE *Treasured American Glass*



3-Piece Lazy Susan Snack and Supper Set
Buy yours for fun . . . for entertaining . . . for television times

The plate's a tremendous beauty, eighteen inches wide, with a wave-rolled, upturned edge . . . you'll also want to use the shrimp server for relish, and olives, and things . . . both are gleaming hand made crystal in Viking's Prelude etching . . . each fits the chrome-bright Lazy Susan that glides on smooth, smooth ball bearings.

See your store for this smart set today.

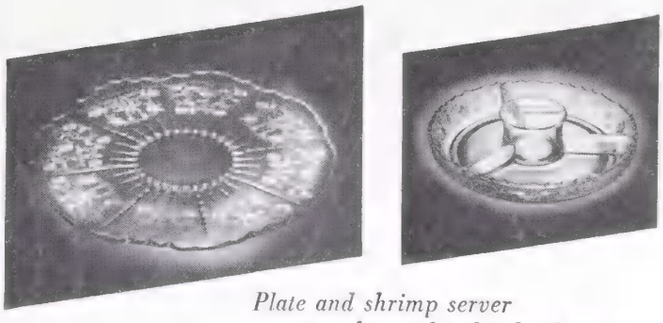


Plate and shrimp server may be used individually, too

A proud product of

VIKING GLASS COMPANY
NEW MARTINSVILLE • WEST VIRGINIA



because it is styled to remain in fashion . . .

It is "solid" sterling silver through and through and constant use will only enhance its beauty.

Modestly priced for satisfaction and service, year after year, for a lifetime.

SEE IT . . . BUY IT . . . AT YOUR JEWELER'S

Write us for free illustrated price folders.

THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for over Sixty Years

PROVIDENCE 7, RHODE ISLAND

*Trademarks

ENCOURAGE GOOD PLANTING

CONTINUED FROM PRECEDING PAGE



■ This is a small manufacturing plant, but the same landscap plan could be used for a bank, garage, or any kind of public buildi Clipped hedges and large lawn area are serene and dignified Wo ers can relax here—get a rest period from the tension of the assemb line or tedious routine. Florence Gerke, landscape archite



■ All paths lead to the front door of the city drugstore shown her Landscaping plan could be used with any L-shaped building. It particularly good when the building is a commercial one. City Fathe will be quick to recognize how plantings like this can make the community more attractive. Evans and Reeves, landscape nurseryme

ALL PHOTOGRAPHS BY MAYNARD PARK



● Window-box planting is effective for the store on a corner lot. The is still plenty of room for the merchandise displays in the windo In fact, low-growing flowers and shrubs make a good setting for a store featured products. Pot gardening methods make it possible to be flower colors with the color scheme in any particular window displ



■ Compare this real estate development office with the usual sales shack. The well-kept lawn and colorful flower display proclaims this company as one that takes the trouble to do things better. Note also off-street parking for the convenience of prospective customers. For eye-appealing yet inexpensive and easy-to-care-for flowers they planted marigolds, petunias, chrysanthemums, and zinnias.

Spode THE FINE ENGLISH DINNERWARE



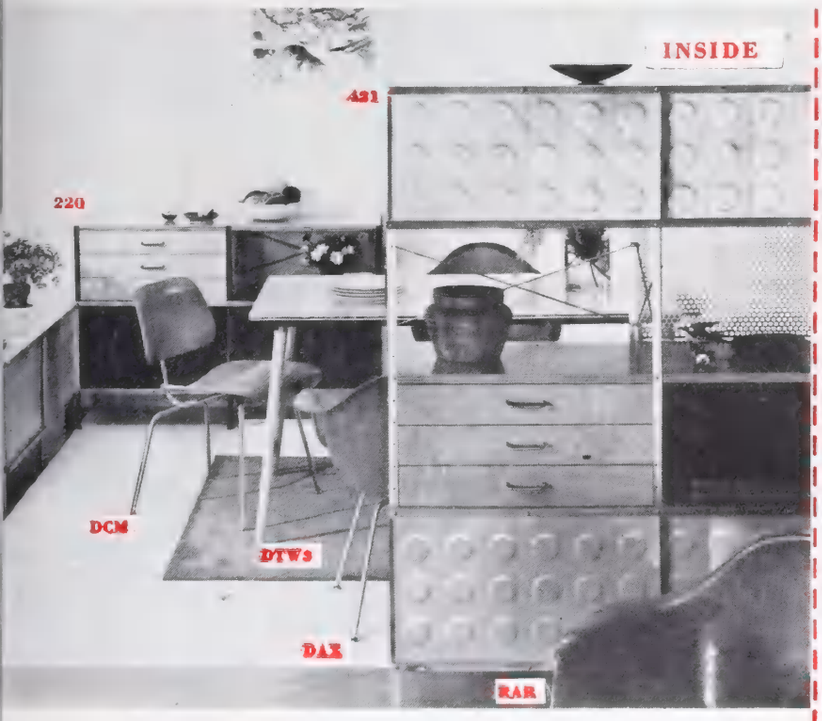
FAIRY DELL
A colorful floral decoration on a daintily fluted shape

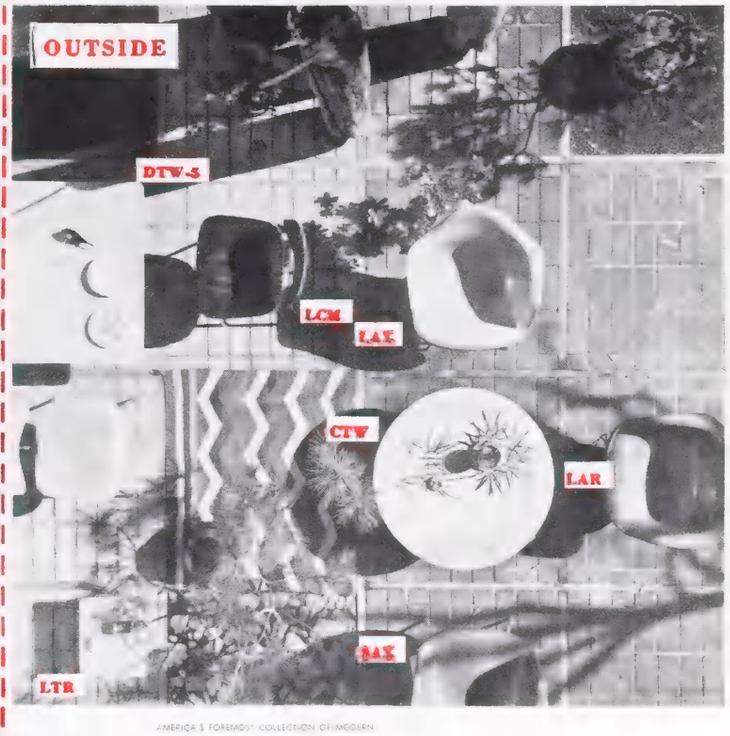
That same fine quality that you demand from Spode is the reason for delay in filling orders. The trained hands of skilled craftsmen cannot be speeded up. There will be other orders ahead of yours, so it is wise to select your pattern as soon as you can. Booklet 41 will help. Send for it today.

Wholesale distributors

COPELAND & THOMPSON, INC., 206 Fifth Avenue, New York 10, N.Y.

BUY A LITTLE — BUT BUY THE BEST





SHOWN INSIDE AND OUTSIDE, PIECES DESIGNED BY CHARLES EAMES FOR THE HERMAN MILLER COLLECTION



The arm chair of Zenaloy, an exceptional plastic . . . durable, easy to clean and pleasant to the hand. In smart colors, such as lemon yellow, sea foam green, elephant gray, parchment. For interior and outdoor use . . . rockers, low chairs, dining chairs.

AMERICA'S FOREMOST COLLECTION OF MODERN FURNITURE . . . AND MOST MODESTLY PRICED

AT KEY STORES OR THROUGH YOUR DECORATOR

SEND 25¢ TO [illegible] BLUEPRINT FOR MODERN LIVING

[illegible] FURNITURE COMPANY, ZEELAND, MICHIGAN



Cool Breezes *on hottest nights*



This modern unit requires none of the complicated construction of old-style attic fans. Complete with suction box and attractive ceiling shutter, it can be installed in less than a day in old or new homes.

Hunter Attic Fans give you cool comfort at low cost!

Today a home isn't really modern and up-to-date unless it provides cool comfort on hot summer nights. Why swelter and lose sleep when Hunter's new Package Attic Fan makes it so simple and inexpensive to cool your entire house.

Thousands of homeowners say a Hunter Attic Fan is the best investment in comfort they've ever made. Designed for quiet, trouble-free performance, it will keep your home cool for many summers. Hunter quality construction and certified air ratings are your guarantee of complete satisfaction.

Don't simmer through another summer! Hunter Package Attic Fans will give you cool comfort at low cost. Mail the coupon below for free literature on home cooling.



Just turn on your Hunter Attic Fan to pull in the cool night air and drive out the oven-like heat that accumulates throughout the day. In only a few minutes it's 10 to 20 degrees cooler in your home.

HUNTER *Package Attic Fans*

Hunter SINCE 1886

MAIL FOR LITERATURE

Hunter Fan and Ventilating Company
P. O. Drawer 2858-B, Memphis 2, Tenn.
Send complete information on
Hunter Package Attic Fans to:

*Name*_____

*Street*_____

*City and State*_____

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 150



Labelon is a find among finds f deep-freezer or darkroom use. T message you write, with penc stylus, or typewriter, is permanei impervious to water, smudging, d coloring, most acids. Self-affixi adhesive of two-layered acetate ta clings to all surfaces at temper tures from 40° to 150°. Re-affix if you wish. 400" roll: ¾" or 1 $1.95. $2.60. Patterson Brothe 15 Park Row, New York, N.Y.

The multi-purpose service of these two members of the Wagner Magnalite Stainless clan rates as high as their exceptional performance. Roast-and-Bake Pan (12⅞"x13⅜") serves both as a capacious oven or refrigerator utensil for foods galore, and as an oversized skillet or pancake griddle. Dutch-Oven-Roaster (5 qt.), inimitable for pot roast, stews, etc., plays many oven roles. $8.95. Pan, $5.95. Shillito's, Cincinnati, Ohio.





The porcelain-like, super-tough fi ish Plastiq Glass gives is as u usual as the five-year, non-yellov ing guarantee it carries. Th whitest white we've ever seen. Th high gloss goes to the core; neithe wear nor washings on end see to alter or dim it. Silicone conte has much to do with all this. I formula makes it dry slowly. It well worth the wait. $3 a qt.; $9.6 a gal. Plastiq Finishes Company Matawan, N. J.

If you supply the closet door, this revolving Cabenator will give you two closets in one. Closed, the sturdy, white-enameled unit extends a mere four inches; yet, as you see, its shelf facilities for cleaning gear, canned goods, or whatever, are mighty generous. Pivot rod that affixes it to the door (or wall of the garage, workshop) swings the cabinet around to any position you wish. 70" x 22"; $19.95. Jordan-Marsh, Boston.

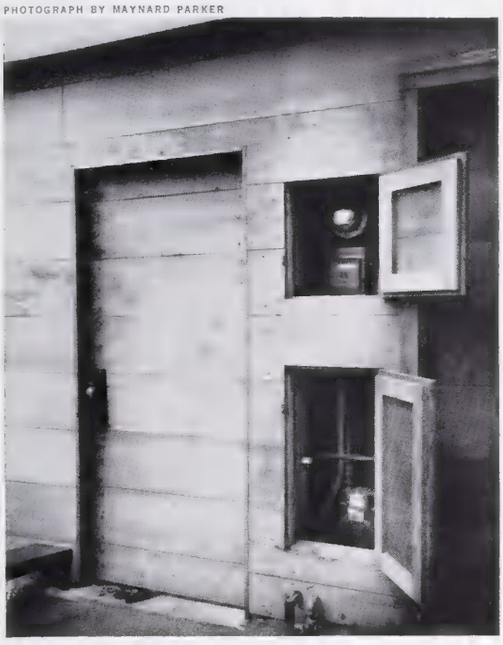




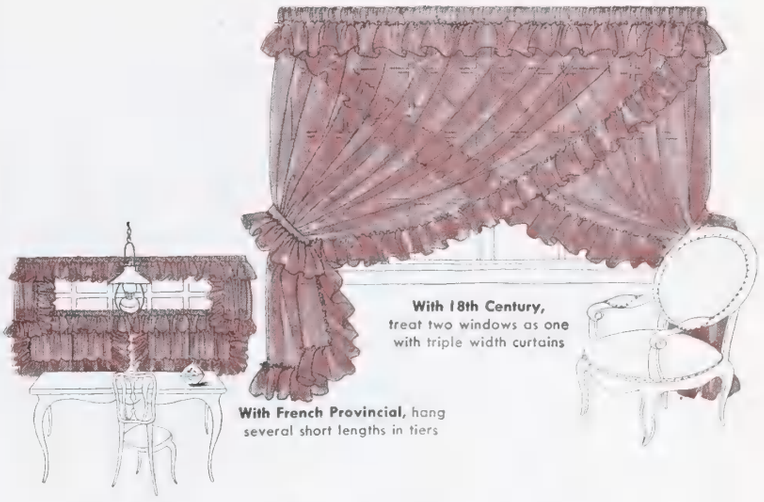
Solid stainless steel! That's the al important difference between thi elite Farberware Kook-Kit and th usual plated utensils. That diffe ence and the "heft" of the stainles steel enable the quartet of 3 spoon (solid, slotted, perforated) and 3 prong forks to serve you for yea and keep their shape and mirro like first-bloom intact through thic and thin. With solid stainless ste holder, $7.95. Emery-Bird-Thaye Kansas City, Mo.

Good gates for service yards

PHOTOGRAPH BY MAYNARD PARKER



• No need here for meter readers to disturb anyone. Big gate is wide enough for wheelbarrow or "Milcor" garden cart, a convenience often overlooked in designing service yards. Kip Silvey is the owner. Jon Konig



With 18th Century, treat two windows as one with triple width curtains

With French Provincial, hang several short lengths in tiers

You're fashion-right with

Berkshire Combed Organdy Curtains

Exclusively styled in 8 wonderful colors and white, selected by House & Garden experts

You'll find the perfect color in Berkshire Combed Organdy Curtains for any decorative color scheme—8 popular shades or frost-white, picked by House & Garden's own panel of experts.

And only Berkshire Organdies give you all these extras: fine combed yarns spun and woven in our own mills, cut and sewn in our own workrooms, generously detailed, finished with extra-full picoted ruffles, extra room for curtain rods. All Berkshire Organdies are permanently finished for crispness, washing after washing. In sizes and styles to suit every type of window.

See Berkshire's smart new colors and white combed organdy curtains at your favorite store.

Citron	*Forest Leaf*	*Flame*
Carnation	*Avocado*	*French Blue*
Hot Chocolate	*Sprout*	*White*

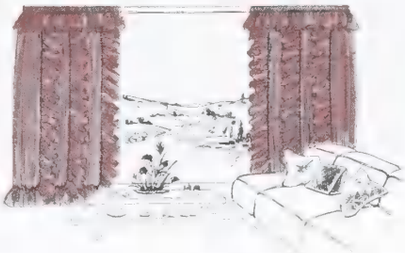


With Early American, use apron length, tied back with field flowers

Berkshire®

FINE CURTAINS

Producers of the finest combed fabrics for apparel and home furnishings



With Contemporary, hang straight on a picture wall, several pairs together

Send 10¢ for booklet, "Fashions in Windows," that will help you solve your window problems . . . also name of nearest store where you can buy Berkshire Combed Organdy Curtains in House & Garden colors and white.

BERKSHIRE CURTAINS, Dept. HB-4, Madison Sq. Sta.
Box No. 159, New York 10, N. Y.
I enclose 10¢. Please send me a copy of "Fashions in Windows" and name of nearest store selling Berkshire Organdies in House & Garden colors and white.

Guaranteed by Good Housekeeping — REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

Name_____

Street_____

City_____ State_____

CEDAR* LINED CLOSETS

for NEW Homes and Old

For BEAUTY
For PROTECTION
For PERMANENCE

No Plastering—No Painting—ever

SUPERCEDAR*

Genuine Aromatic Red Cedar

BROWN'S SUPERCEDAR CLOSET LINING



oset interiors in OLD)MES can be easily ed with Brown's percedar—right over astered walls—adding rmanent, saleable lue and beauty.

Made especially for this one purpose, Brown's Supercedar closet lining is seal packaged and guaranteed 90% Red Heart wood or better, with 100% oil content so deadly to moths.

Sold thru Building Supply dealers everywhere

Send for this FREE Booklet that tells you how to plan your closet space for every need and how to specify and use colorful Brown's Supercedar closet lining to best advantage in new homes, or old.

Product of GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. ESTABLISHED 1886

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

SUIT BY CLAIRE McCARDELL

SNOW-BRUSH No. 6736
TRACERY No. 6098
MACAO No. 7007



Beauty for YOUR HOME...

Always in good taste...always styled to the color trend of the day...always adhering to manufacturing principles which have stood for over half a century... Strahan wallpapers are a thoroughly satisfying choice.

"Snow-brush", a handsome floral, achieves an important effect. "Tracery", a delicate pattern in pure line, is a wonderful background for multicolored fabrics and furnishings. The Chinese landscape, "Macao", lends depth and perspective.

Most people prefer wallpaper. Those who buy Strahan papers know that choosing the best is real and lasting economy.

THOMAS STRAHAN COMPANY
Chelsea, Mass.

Makers of Fine Wallpapers since 1886
Showrooms at 417 Fifth Ave., New York 16
Merchandise Mart, Room 1322, Chicago 54



Decorator's Diary

Ideas for dissolving decorating dilemmas, from the notes and jottings of a decorator who covers the markets with a discerning eye

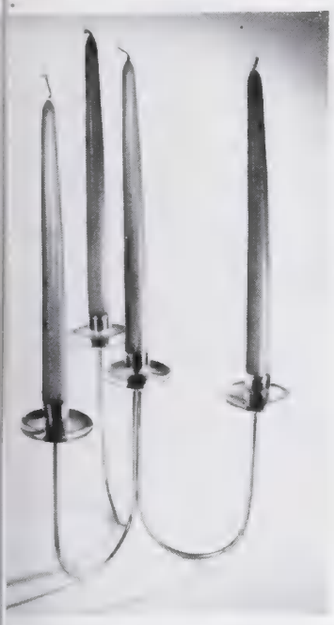
You never can tell what people will use a table for these days. If it's less than 18 inches high, they're as likely to sit on it as not. And the "coffee" or "cocktail" that once described the use of the low-table-in-front-of-the-sofa is apt to be preceded (or followed) by an epicure's meal to be consumed in the same spot. Try doing that from a 14-inch-high table and see how your cleaner's bill mounts! All of which makes it hard to know just how high a table should be.

Maybe there's no one answer, but designer Paul McCobb thinks there's a good chance of pleasing everybody by supplying two for one—that is, two tables of different heights that make a kind of stepnest. One has average coffee-table proportions (24 by 60 inches) and is low enough (14 inches) to on. The other is nine inches rower, high enough to eat fro comfort (21 inches), and just inches longer so that it slides e over the first. You could si the lower one and rest your d on the higher, or you could the higher one up to the sofa w a dinner tray appears. And if wanted to use each table s rately, there's nothing to stop The tops are nutmeg-finished hogany: the slim straight l black-lacquered metal. They part of McCobb's "Directi Modern" group.



Two Tables for One

Flickering candlelight is lik flickering fire on the hearth. I are expensive, inefficient, and solete—if you like to figure th on the basis of how much l and heat you get for your mo and trouble. But just try to a modern replacement for ei of them that can give you the s quiet glow inside. Found a ca labrum at New Design that ma me want to have candles flicke all over the place. It's made brass. Has the same sparkl delicacy as a fine crystal char lier. Still there's no sentime nonsense about trading on a ditional shape in order to sug romance. Three U-shaped piece



w Design for Romance

nder brass tubing make the sup-
rts, and the candle holders and
nerous "saucers" to catch the
ppings are just the right shape
l size to do the job they're sup-
ed to do. I'd like to see one
these in the center of a small
nd table set for supper-for-two.
a whole bunch of them arranged
a wavy line down the middle
a huge party buffet.

I get thoroughly exasperated with people who can't think of anything better to do with a fine new technique than use it to imitate something that's been around for several years. Like molding Chippendale chairs out of plastic. But next time my temperature starts to rise I'll try to remember there *are* people with wits enough to reverse the pattern by figuring out fresh new ways to use techniques that are as old as the weather. One of them is Margo de Montané who still practices the old Oriental method of hand-knotting rugs. But her rugs have no more resemblance to the "Orientals" we're used to, than a Jeepster has to a ricksha.

Some designs have subdued two-color patterns. Others have none. But all have fascinating textures and sometimes the textures themselves make a pattern. My favorites are her two extremes. "Parallel" is a fairly smooth regular weave with evenly spaced ridges in a contrasting color. Has just enough richness to soften the austerity of Shaker furniture or the more uncompromising varieties of modern. "Paths" is a lush and lovely weave that makes you want to take off your shoes and stockings and wriggle your toes in its

(*Continued on next page*)







Give your home
warm, rich beauty with

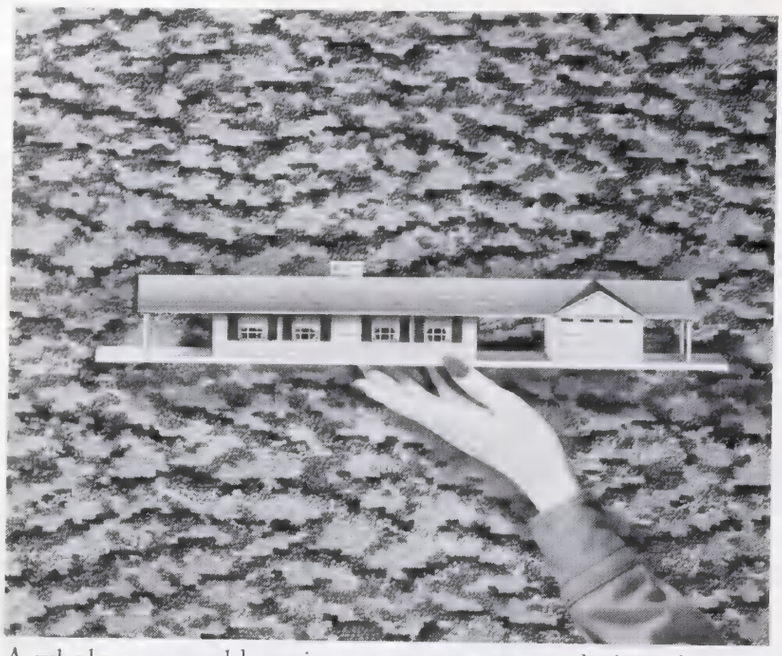
Hungerford 18th Century

in Solid Mahogany

Bring new, inviting charm to your rooms with the glowing luster of solid mahogany, hand rubbed to a lasting finish. This graceful double dresser is one of the authentically styled open stock pieces from which you can make your own groupings. Choose Hungerford 18th Century for style and beauty that endures, becoming more cherished through the years. Prices start at approximately $299 for three pieces—at better stores everywhere. Write today for latest free booklet. Dept. L-4

Solid Mahogany by

Hungerford, Memphis



A whole new world awaits you at your carpet dealer's during

Carpet Fashion Opening

April 2nd through 12th

Not only dramatic new colors and patterns...but revolutionary carpet news! No smart woman can afford to miss this important event. Included in the Carpet Fashion Collection for 1951 is Magee's magnificent RANCHERIA . . . a new ranch house style of carpeting for leisurely living.

magee

The Magee Carpet Company ★ Mills: Bloomsburg, Pa. *makes a house a home*

APPROVED

Williamsburg Restoration

FURNITURE REPRODUCTIONS



Send for NEW Williamsburg brochure picturing complete collection. Kittinger Company, 1841 Elmwood Avenue, Buffalo 7, New York.

Kittinger

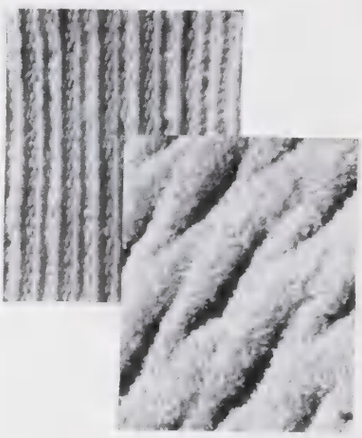
BUFFALO CHICAGO NEW YORK BOSTON LOS ANGELES

Exclusive Makers of Williamsburg Restoration Furniture Reproductions

DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

depth. A random pattern is traced by deep valleys in the pile. I think I have Mrs. Baldwin persuaded to splurge on a six- by nine-foot rug in this design for the sofa corner of the living room. It will make a wonderful foil for the slick practicality of her tile floor. All de Montané rugs are 100 per cent wool. The colors and patterns are made to order.



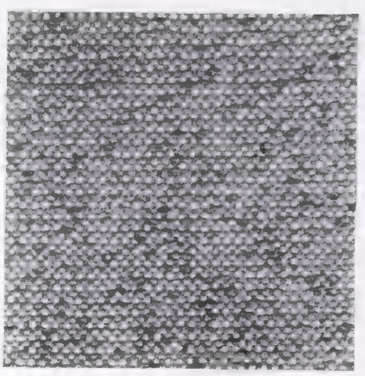
Hand-Knotted Rugs

The experts tell me there hasn't been a truly new development in weaving for a few thousand years. But ever since the handweavers have begun to come out of their ivory "studios" and get friendly with the power loom, I keep running across upholstery weaves that look as if they were brand-new inventions. Isabel Scott is one of the latest weavers to bless the machine with her talents and her first collection produced just what I'd been hunting for to tie together the warm-versus-cool scheme at the Naylors'. They like it cold—so they say—and they insisted on pure gray for all the backgrounds and blue for most of the fabrics. They also wanted blond furniture too, but I managed to persuade them that would be too icy, so we settled for cherry in a natural medium-brown finish. That adds considerable warmth, and a covered in the Scott fabric make a pleasing bridge betv the two color families. It's a nubby weave of blue, gray ar rich chocolate brown, and it that irregular look that y swear could be found only something made by hand.

It was the aspen-slat screen Finland House that won the stamp of approval from Lydia. been almost a year now since did over her living room. stopped in last week to see well it had worn. Wasn't wor about the fabrics and furnishi but I wanted to find out how the new plan had worn with Ly She was so ecstatic about the l of the job when it was first ished. I was afraid she'd never mit any troubles in making work—even if she had them.

What we did was to throw dining room and living room gether—not physically, but ually—by carpeting the wh space wall-to-wall in deep bro using the same shade of clear, gray for the walls and drape in both rooms, and pushing dining table against the w Hardly a revolutionary idea to m people. But for anyone as conv tional as Lydia, who always sp of "my dining room" as if it w some kind of inner sanctum had a few nagging doubts. It ne *was* an inner sanctum, of cou since the two rooms had no wall to separate them—just a f or so on each side of a wide op ing. But my dim suspicions w not entirely wrong. Lydia confes that for the first time since sh lived in the house, she has beg to notice the nightly performa of the maid clearing the table af dinner. "I didn't mind before cause I felt she was in the *oth* room. Now I get fidgety until gets finished in *this* room." Wou you call that success or failur

Don't know why I didn't thi of it before, but all Lydia neec to correct her psychological m givings was something to keep l from actually *seeing* the din table after she had left it to ha her coffee by the fire. I sat do there myself and realized that screen set up in just the rig spot near the dining table wou cut off the view of the abandon meal without spoiling our "o room" idea. It had to be somethi



Hand-loomed Look

(*Continued on page* 167)



Live with tomorrow's fashions today
"Forecast Carpets and Rugs" by

magee

makes a house a home

This is "RUBICON"... one of Magee's famous carpets-of-tomorrow. Available now in Calaban Red (shown here), Cocoa, Spruce Green, Putty Grey, Parchment Beige, Venetian Rose, Brigade Green. 27 inch, 9 and 12 foot widths.

THE MAGEE CARPET COMPANY • MILL, BLOOMSBURG, PA.

MAKE YOUR OWN DECORATING PLANS. SEND FOR THE FASCINATING "MAGEE ROOM SERVICE KIT" WITH MINIATURE CUT-OUTS, BRUSH AND WATER COLORS

1,001 DECORATING IDEAS

in the big, new **SHERWIN-WILLIAMS** *paint and color*

Style Guide

You will want to be one of the first to see the new Sherwin-Williams Paint and Color Style Guide. Here are authentic answers to the questions every homemaker has about decorating:

"What colors shall I use?"

"What will go best with my rugs and furniture?"

"How can we make our home look modern and attractive without spending more than we can afford?"

This wonderful new book with its giant-size pictures in full color, shows you how actual rooms look with various color schemes, all correctly styled, to suit every taste. It will show you how to bring new colors and new beauty into your home.

See it — borrow it — at your Sherwin-Williams Dealer



Free Lending Service

Ask the Sherwin-Williams Dealer to loan you a copy of the Style Guide to take home for a day or two. Look for his name under "Paint" in the Classified Telephone Directory. Better get your request in early.

The New Guide to Authentic Color Styling "WHAT GOES WITH WHAT"

by The Sherwin-Williams Decorating Studios

100 GORGEOUS BIG PAGES

175 FULL-COLOR PICTURES

COLOR SCHEMES GALORE

Living Rooms, Dining Rooms, Bedrooms, Kitchens, Baths, Playrooms, Exteriors









SEE IT AT THE DEALER WHO SELLS

SHERWIN-WILLIAMS PAINTS

© 1951, The Sherwin-Williams Co., Cleveland, Ohio

SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

Spencerian... so lovely... so comfortable!



Spencerian...Woodard's newest...a design of delicate scrolls combining aluminum with wrought iron. So comfortable, too, the upholstered pieces in this good-looking group. Colors in plain or patterned fabrics for just the effect you want. Spencerian is equally suitable for indoor and outdoor living. Parkerized, like all Woodard furniture, for rust protection. See it at your favorite store.

LEE L. WOODARD SONS. General offices: Owosso, Michigan
New York • Chicago • Boston • Los Angeles

. . . style authority in wrought iron

LEE L. **Woodard** SONS, OWOSSO, MICHIGAN

"that decorator look"... inexpensively yours with

WAVERLY'S "Match-Makers"



The drapery illustrated is in "Rose Caprice". The chair features the multicolor with white "Match-Maker" stripe in the same delightful water color tones.



For every new Waverly floral and geometric pattern, your choice of at least 10 decorator-matched stripes to go with it! It's *the* exciting new trend in smart home fashions — and so inexpensive because Waverly Fabrics are budget minded.

And, don't forget — the Waverly Bond guarantees satisfaction — or your money back — even after countless washings or exposure to sunlight! Ask to see Waverly's "Match-Makers" at leading stores everywhere.

WAVERLY *Bonded* FABRICS
Division of F. Schumacher & Co.

We aim to produce the best possible merchandise at the lowest possible price.

SEND FOR 28 PAGE DECORATING BOOKLET

Waverly Bonded Fabrics, Division of F. Schumacher & Co.
60 West 40th Street, New York 18, N. Y.

I enclose 10c for booklet "Color Your Home With Fabrics" that includes money saving decorating hints.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

MAKERS OF FAMOUS *GLOSHEEN*®

*Reg. U.S. Pat. Off.

AVERLY'S "MATCH-MAKERS"

AILABLE AT THESE FINE STORES

AMA
lle . . . . . Dunnavant's
. . . . Adam Glass & Co.
nery . Wright Drapery Co.
. . . Isadore Kayser & Co.

NSAS
lphia . . . . . McCormick's
ville . Barrett Quality Shop
tock . . . . . Pfeifer Bros.

LORNIA
y . . . . . J. F. Hink
Hills . . . . . Sloane's
ame . . Belliveau-Jackson
. . . Cooper's Dept. Store
each . . . . . Buffum's
each . . . . . The Loom
geles . . . . . Coulter's
geles . . . . . Nelsonsen's
geles . . . The Chintz Shop
geles . . . . . The May Co.
tos . . . . . Crider's
. . . . . Whitehill's
. . . . . Jackson's
to . . . . . Henrique's
Grove . . . . . Holman's
. . . . . Nash's
ng . . . Lanzafame Furn.
. Pomona Curtain & Drap.
le . . Riverside Drap. Shop
ento . . . . . Breuner's
. . . . . H. V. Welker
se . . . . . McKinley-Glans
ancisco . . . . . Macy's
donica . . . . . Hensley's
o . . . . . Breuner's
ville . . Charles Ford Co.

RADO
. . . . . Dolby's
. . . Denver D. G. Co.
llins . . . State D. G. Co.

NECTICUT
ort . . . . . Fabric Mart
y . . . . . Evelyn Shop
aven . Gamble Desmond Co.
artford . . S. P. Dunn & Co.

ICT OF COLUMBIA
ington . Lansburgh & Bros.

WARE
. . . . . Simon's Dept. Store
gton . . . . Crosby & Hill

GIA
ius . . . . J. A. Kirven Co.

OIS
ago . . . . F. K. Robeson
o . . . . Artistic Slipcover
o . . . . Colonial Drapery
o . . . . . The Fair
o . . . . Mandel Bros.
o . . . . Marbro Slipcover
o . . . . Marshall Field
o . . . . Normandy Furn.
o . . . . Quigle's Furn.
laines . . . . . Koeppen's
. . . . . Ackemann's
on . . . . Lord's, Inc.
on . . . . Marshall Field
org . . . . . Brouillette's
le . . . . Kaufman Furn.
. . . . Lenhausen Drapery
. . . . . Roy Bennett
rd . . . . Viking Shade Co.
te . . . . . Brandt Uph.
or . . . . Metcalf's Furn.

NA
on Anderson House of Stone
. . . . Schaab & Bros.
rdsville . Hall's, Emporium
. . . . Ziesel Bros.
ille . . . . . Kuester's
yne . . . . . Earl Groth
burg . . . Minear Dry Goods
. . . H. Gordon & Sons
nd . . . Smacall Studios
apolis . Wm. H. Block Co.
apolis . . . . . L. S. Ayres
sville . . . . . Trading Post
o . . . . Wm. Turner Co.
tte . . . . . Loeb's
te . . . . . Boston Store
port . . . S-K Dept. Store
. . . . House of Stone
. . . Collegienne Shops
lbany . . . . . Reisz Furn.
astle . McCormick Hammer
. . . Senger Dry Goods
ith . . . . L. W. Bosworth
nd . . . . Lawler's
ster . . . . M. Wile & Son
ville . Goodman's Dept. St.
Bend . . . Geo. Wyman Co.
Haute . Ferguson & Son Dec.
w . L. E. Carter Dept. Store

A
gton . . . . Buettner Furn.
Rapids . . . . . Craemer's
. . . . . Paaske Shop
port
terson Harned & Van Maur
h . . . . . Goetch's
nes . . . . . Younker's
dge . . . Gates Dry Goods
. . . . . Salmon's
wa . Kiple & De Prenger
City . . Younker Davidson

SAS
ville . . . . . H. W. Read
City . . . . . Eckles Bros.
nson . Pegues-Wright D.G.
ttan . . . . . Cole's
. . . . . Stiefel Store
. . . . . Crosby Bros.
a . . . . . Geo. Innes Co.

TUCKY
d . . . Parson's Furn. Store
ton . Mitchel Baker & Smith
ille . . Stewart Dry Goods
h . . . . . Watkin's

SIANA
Rouge . . . . . Dalton's
e . . . . . The Palace
Orleans . . . . . Maison Blanche
sas . Abdalla's Furn. Store
a . . . . . Lewis & Co.

NE
la . . . . . D. W. Adams Co.
on . . . . . B. Peck & Co.
nd . . . . . Porteous, Mitchell & Braun

YLAND
olis . . . . . Fabric Mart
ore . . . . . The May Co.
. . . . . Atkinson's
ary . . . . . Benjamin's

MASSACHUSETTS
Attleboro . . . . . Fine's
Boston . . . . Jordan Marsh Co.
Boston . . . . John H. Pray Co.
Boston . . . . R. H. White Co.
Brockton . . Atherton's Furn. Co.
Falmouth . . . . . Buttner Co.
Fitchburg . . . Kidder & Davis Co.
Hyannis . . . . . Buttner Co.
Lexington . Baker's Dress Goods
Mansfield . . . . . Martin Fabrics
Norwood . . . . . Martin Fabrics
Plymouth . . . . . Buttner Co.
Quincy . . . . Robert Garrett Co.
Springfield . . . Albert Steiger Co.
Wellesley . . . . E. A. Davis Co.
Winchester . . . . Dorothy Ellis
Worcester . . . Denholm & McKay

MICHIGAN
Ann Arbor . . . . . Goodyear's
Alma . . . . . Sawkins Furn. Co.
Alpeana . Better Homes Dr. Shop
Battle Creek . The Vogue Shoppe
Bay City . . . . . Westgard's
Benton Harbor . . . . Troost Bros.
Dearborn . . . Thos. H. Millington
Detroit . . . . . The Bedell Co.
Detroit . . . . . J. L. Hudson
Flint . . . . . Smith Bridgeman
Grand Rapids . . Herpolsheimer's
Holland . . . . DeVries & Dornbos
Jackson . E. Kennedy Draperies
Kalamazoo . . . The Vogue Shoppe
Lansing . . . . . F. N. Arbaugh
Monroe . . . . . Schmidt's
Point au Mott's, Inc.
Port Huron . Ballentyne Dry Gds.
Saginaw . . . . . Mar Allen Shop
Traverse City . J. S. Milliken Co.
Wyandotte Lucille's Linen Shoppe

MINNESOTA
Austin . . . . . James Drapery
Bemidji . . . . . O'Mearas
Detroit Lakes . . . . . Norby's
Minneapolis . . . . . Dayton Co.
Red Wing . . . . . Petersons
Winona . . . . . H. Choate Co.
St. Cloud . . . . . Fandel's
Hibbing . . . . . Herberger's
Brainerd . . . . . O'Brien's
St. Paul . . . . . Schuneman's
Faribault . . . . Sellner's
Marshall . . . . . Rehkamp's

MISSISSIPPI
Laurel . . Fine Bros.—Matison Co.

MISSOURI
Clayton . . . . . Famous Barr Co.
Columbia . . . . H. H. Noel, Inc.
Cape Girardeau . . Rust & Martin
Kansas City . Duff & Repp Furn.
Springfield . . Sedgwick Furn. Co.
St. Joseph . . . . . Hirsch Bros.
St. Louis . . . . Famous Barr Co.

NEBRASKA
Grand Island . . . S. N. Wallbach
Holdrege . Home Decorating Shop
Lincoln . . . . . Hardy Furn. Co.
Omaha . . . . . Orchard & Wilhelm

NEW HAMPSHIRE
Laconia . . . Lougee Robinson Co.

NEW JERSEY
Asbury Park . . . Steinbach & Co.
Atlantic City . . . M. E. Blatt Co.
Camden . . . . . J. B. Van Sciver
E. Orange . . . E. Orange Mill End
Hackensack . . . . Lyric Silk Shop
Morristown . . . . . M. Epstein
Newark . . . . . L. Bamberger & Co.
Newark . . . . . Hahne & Co.
Newark . . . . . Kresge, Newark
Ocean City . . Howard S. Stainton
Passaic . . . . . Herman Bros.
Paterson . . . . . S. Radin
Plainfield . . . . Chain Decorators
Plainfield . . . . Schwartz Fabrics
Pt. Pleasant . Pt. Pleasant H'dwe.
Red Bank . . . . . J. Yanko
Ridgewood . . . Old Colony Shop
Summit . . . . . Carroll's
Trenton . . . . . Swern & Co.
West New York . . . . . Benjamin's

NEW YORK
Albany . . . . Boulevard Uph. Co.
Albany . . . . . John G. Myers
Auburn . . . . . H. R. Watt Co.
Binghamton . Fowler, Dick & Walker
Brooklyn . . . . Alexander Interiors
Brooklyn . . . . . Cowen Dec.
Brooklyn . . . . . Goldfarb Dec.
Buffalo . . . . . Wm. Hengerer
Bronx . . . . . Gruber's
Corning . . . . . Cushing's
Cortland . . . . Peck Furn. House
East Hampton . . . H. M. Diamond
Elmira . . . . . S. F. Iszard
Garden City . . . . . Frankel's
Glens Falls . . . . . Cushman's
Hempstead . . . Franklin Shops
Herkimer . . . H. G. Munger & Co.
Huntington . Asher's Fabric Shop
Jamestown . . . . . Biglow's
Mt. Vernon . Feldstein Decorators
Latham . . . Latham Drapery Shop
Lockport . . . . . Myers Drapery
New Rochelle . . . . . Martin Shop
New York . . . . . Bell Bedspread
New York . . . . Brunswick Dec.
New York . . . James McCutcheon
New York . . . . . J. Wanamaker
New York . . . . . M. Waxman
Nyack . . . . . Bliss Decorators
Niagara Falls . . . . . Kahn Dec.
Olean . . . . . A. E. Ewing
Oneonta . . Breesees Dept. Store
Patchogue . . . . . Swegy & Newins
Rochester . Sibley, Lindsay & Curr
Schenectady . . . The Quality Shop
Syracuse . C. E. Chappell & Sons
Southampton . . . . Hildreth's
Troy . . . . . R. C. Reynolds
White Plains . . . . . Vogue Dec.
Yonkers . . . . . S. Feiner Dec.

NORTH CAROLINA
Burlington . . Textile Sales Room
High Point . . . Efirds Dept. Store
Lexington . . . . J. F. Ward Co.
Rocky Mount . . Weaver's Fabrics

NORTH DAKOTA
Fargo . . . . . Coleman's
Jamestown . . . . . Eddy Furn.

OHIO
Akron . . . . . O'Neil's
Alliance . . Spring-Holzwarth Co.
Ashland . . . . . The Home Co.
Athens . . . . . Baker & Stauffer
Barberton . C. Weigand Furn. Co.
Bellevue . . . . . Ruffing Store
Bucyrus . . . . . Lamb's
Canton . . . . . Thurin's
Cincinnati . . . . . Shillito's
Cleveland . . . . . Halle Bros.
Columbus . . . . Lazarus Co.
Dayton . . . . . Rike Kumler Co.
Delaware . . . Blair Kelley Furn.
Delphos . . . . . Weger's
Defiance . . . . . Harding's
Elyria . . . . C. H. Merthe Co.
Findlay . . . . . Patterson's
Fostoria . . Eddie A. Spieldenner
Fremont . . Paul E. Spieldenner
Greenville . . . . . The Palace
Lancaster . . . . . Bininger's
Lima . . . . . Gregg's
Lorain . . . . . Fenner Floors
Mansfield . . . . H. L. Reed Co.
Marietta . . . . . Bonham's
Medina . . . . . Ziegler's
Middletown . Rathman Troup Furn.
Milan . . . . . Grace Dickerson
Mt. Vernon . . . . The Rudin Co.
Newark . . . . . J. J. Carroll Co.
Piqua . . . . . Brown Store
Paulding . . . . . Ducat's
Ravenna . . . . . Miller's
Salem . . . R. S. McCulloch Co.
Toledo . . . . . Lamson's
Troy . . . . . Preston Dye
Van Wert . . . . . John Earl Co.
Zanesville . . . . Walter H. Mees
Willoughby . . . . Meil's Inc.
Tiffin . . . . . Home Dec. Studio

OKLAHOMA
Enid . . . . . Loomis Furn. Co.
Oklahoma City . . . Hilburton's
Ponca City . . Glenn Paris & Sons
Shawnee . . . . . Kib Warren's
Tulsa . . . . . Vandever's

OREGON
Eugene . . . Broadway Dept. Store
Klamath Falls . . . . . Sullivan's
Medford . . . Mann's Dept. Store
Portland . . . . . Lipman Wolfe
Salem . . . . . R. L. Elfstrom

PENNSYLVANIA
Allentown . . . . . Hess Bros.
Bethlehem . . Bush & Bull Corp.
Easton . . . . . The Orr Co.
Greensburg . . . . . The Bon Ton
Germantown . James S. Jones Co.
Hazleton . . . . . Arlotto's
Lancaster . . . . . Westenberger, Maley & Myers
Media . . . . . Du Barry Fabrics
Norristown . . . D. M. Yost Co.
Philadelphia . . . . Lit Bros.
Phiadelphia . . Wikler & Martin
Pittsburgh . . . Joseph Horne Co.
Reading . . . . . Pomeroy's
Scranton . Scranton Dry Gds.
Shamokin . . . . . Moser's Store
Sharon . . . . . The Sharon Store
State College . . . . . Schlow's Quality Shop
York . . . . . Gehley's Carpet Co.

RHODE ISLAND
E. Providence . Bernice Gergman
Providence Weintraub's Silk Shop

SOUTH CAROLINA
Anderson . . . . . G. H. Bailles

SOUTH DAKOTA
Aberdeen . . . . . Olwin-Angell
Sioux Falls . . . . Donahue Furn.
Rapid City . . . . . Dusek Furn.

TENNESSEE
Bristol . . . . King's Dept. Store
Chattanooga . Loveman's Dept. St.
Kingsport . . . W. B. Greene Co.
Knoxville . . . . . Miller's, Inc.
Jackson . Holland's Dept. Store
Memphis . . . . . Rhodes-Jennings Furn. Store
Nashville . . . . . Cain-Sloan

TEXAS
Abilene . . . . . Star Drapery Shop
Austin . . . . . Scarbrough's
Beaumont . . . . The Whitehouse
Corpus Christi . . Allen Furn. Co.
Dallas . . . . Titche Goettinger Co.
Ft. Worth . . . . . Stripling's
Fredericksburg . Kendall-Hodges
Galveston . Nu-Way Carpet & Uph.
Hillsboro . . . . Martin-McDonald
Harlingen . . . . . Crosslands
Houston . . . . Stower's Furn. Co.
Huntsville . . The Grand Leader
Longview . . . . . McWilliams
Lubbock . . . . . Hemphill Wells
Marshall . . . . . Joe Weisman
Palestine . . . The Grand Leader
San Antonio . . . Karotkin Furn. Co.
Sherman . . . . Knight Furn. Co.
Waco . . . . . R. T. Dennis & Co.
Waxahachie . . . . Greeves Bros.
Wichita Falls . N. Texas Furn. Co.

VERMONT
Bennington . . . Lovett & Boynton
Burlington . . . Childs & Germain
Brattleboro . . Houghton-Simonds

VIRGINIA
Danville . Leggett's Dept. Store
Lynchburg . . . . . D. Moses
Newport News . . . . . Nachman's
Norfolk . . . . . Cofer's
Portsmouth . C. S. Weiss & Sons
Richmond . . . . . Thalhimer's
Roanoke . . . . . S. H. Heironimus

WASHINGTON
Bremerton . Bremer's Dept. Store
Seattle . . . . . Bon Marche
Spokane . . . . . Tull & Gibbs
Walla Walla . . . . Empire Furn.
Tacoma . . . . . Selden's
Yakima . . . . Simon's Furn. Co.

WEST VIRGINIA
Beckley . . . . . Clark Stores
Bluefield . . . . . Clark Stores
Charleston . Diamond Dept. Store
Huntington . . . . . Keyser's
Parkersburg . . . . . Dils Bros.

WISCONSIN
Appleton . . . . . H. C. Prange Co.
Beloit . . . . . McNeany's
Eau Claire . . . . . Keegans
Green Bay . Curtain Drapery Shop
Milwaukee . . . . . Schuster's
Racine . . . . . Mitchell's
Wausau . . . . . Winkelmans
Waukesha . . . . . James Store

WYOMING
Casper . . . . Harris Furn. Co.
Cheyenne . . . Harris Furn. Co.
Sheridan . . . . . Brouillette's

CANADA
Brockville . . . Clarence Babcock
Hamilton . . . . T. Eaton Co., Ltd.
London . . . . . Kingsmills, Ltd.
Montreal . . . T. Eaton Co., Ltd.
Niagara Falls . . . . . C. W. Wallace Co., Ltd.
Ottawa . . Charles Ogilvy, Ltd.
St. Catherine's . . . . . C. W. Wallace Co., Ltd.
Toronto . . . T. Eaton Co., Ltd.
Vancouver . Woodward's Dept. St.
Victoria . . . Standard Furn. Co.

DECORATOR'S DIARY

CONTINUED FROM PAGE 162

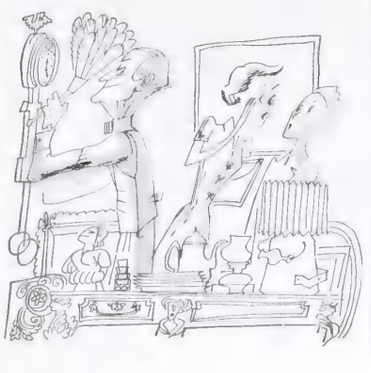
light and airy-looking, and that's just what the Finnish screen is, with its slim frame of natural birch and panels of woven aspen slats. Started out by ordering the conventional three-panel variety, but it wasn't quite wide enough to cut off all of the objectionable view. So I sent for two more panels and turned it into a five-fold screen—a much simpler job than it sounds because the panels are held together with brass rings that slip over the top and bottom posts of the frame. They call it "Add-A-Panel," and what a convenience! Especially when it's so hard to find 5-fold screens that are not also oversize in other dimensions and out-of-scale for a small room.



Add-A-Panel Screen

Not so long ago the Arbiters of Taste were sneering audibly at the rugs with big cabbage rose patterns that jumped right up and smacked you in the face. Now these same Arbiters are solemnly nodding approval of modern rugs with similarly strident patterns. Only this time they're zig-zags or criss-crosses or giant amoeba-like free forms. Seems like it's all right to have a free form smack you in the face. Or would you rather not?

—M. R.



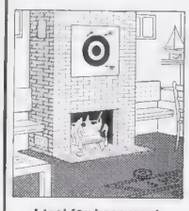
CIRCULATES HEAT!



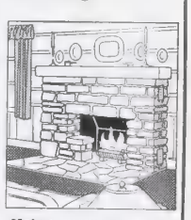
This FIREPLACE warms the whole room...even adjoining rooms!

● Build your fireplace around the Heatilator® Fireplace unit and enjoy the cheer of an open fire *plus* cozy warmth in every corner of the room. The Heatilator Fireplace saves heat usually wasted up the chimney. Draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms.

WILL NOT SMOKE... It's a scientifically designed form, complete from floor to flue, around which any style fireplace can be easily built. Assures correct construction, eliminates common causes of smoking.



Ideal for basement recreation rooms



Makes summer camps usable months longer

ADDS LITTLE TO COST . . . The Heatilator unit adds little to the cost of the completed fireplace. It provides all the vital parts...saves the cost of a separate damper, firebrick, and masonry otherwise required... and on most jobs reduces time and labor.

PROVED BY 24 YEARS USE... Make sure you get the one fireplace unit that has proved itself for 24 years. Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. See it at leading building material dealers everywhere. Mail the coupon today!

* Heatilator is the reg. trademark of Heatilator, Inc.

HEATILATOR FIREPLACE

HEATILATOR, INC.
734 E. Brighton Ave.,
Syracuse 5, N. Y.



Please send free booklet showing pictures and advantages of the Heatilator Fireplace.

Name .....

Address .....

City ..... Zone .... State .....

"forever yours"—a new

triumph by

The Tiffin Glassmasters



Forever yours is what you'll make this brilliant new pattern in stemware that brings so much great beauty at so little cost to all your table settings! Brilliantly cut, beautifully clear, utterly graceful—it is crystal of a quality and of an elegance undreamed-of at this price. At all fine stores across the land—just write us for name of one nearest you.

The Tiffin Glassmasters

TIFFIN, OHIO

WHAT MAKES A MELODY POPULAR?

CONTINUED FROM PAGE 80

ning" nor "Smoke Gets in Your Eyes" would fit the formula. Nor would "Begin the Beguine" or "Oh, What a Beautiful Morning!" Again we arrive at an impasse! Other measuring devices, such as sentimental content, the lyrics, etc., are equally elusive. And yet I am convinced that the enduring melody *must* contain some special characteristic, and that somebody some day will be able to analyze this characteristic and draw the melody's profile.

We are on safer ground when we observe how a melody gets to be popular. Quite often the melody's propulsion into fame can be traced back to the man or woman who originally sang or played it. The initial impetus was due to a singer who sang the song particularly well. By this time the singer may be forgotten, yet "the melody lingers on."

PERHAPS Victor Herbert's two most popular melodies are "Ah! Sweet Mystery of Life" and "Italian Street Song." Both come from the operetta, *Naughty Marietta*, and their success was originally due to a fabulous character named Emma Trentini. She was a pretty, petite, vivacious Italian soprano whom Oscar Hammerstein (father of the presently popular Oscar Hammerstein) brought over to sing at his Manhattan Opera House. This was in 1907. She was then twenty-four years old. Critics called her the "small person with the large voice," but her colleagues referred to her as "that little devil." Under the aegis of Hammerstein, she sang operatic roles, among them Musetta in *La Bohème* and the small role of Frasquita in *Carmen*. She was then signed by Hammerstein for his production of *Naughty Marietta*, which had its world premiere on November 7, 1910. Her triumph was indescribable. The New York *Sun* said, " . . . whereas Melba is proud if she hands an audience two high C's in the course of an evenin this little scrap of an Italian sc ters them around like largesse. H singing of this score is really ph nomenal . . ."

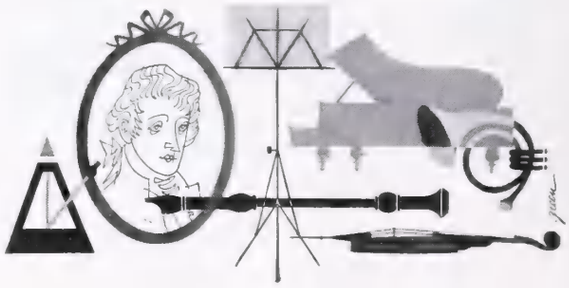
PERHAPS another singer mig have done equally well with V tor Herbert's melodies, but it w to Trentini that they owed th rapid notoriety. Trentini was n only a good singer, but she kn how to keep herself on the fro page. A year after her success *Naughty Marietta*, she announc that she and Caruso were engag to be married. A reporter for t Chicago *Examiner* asked her if s thought she could hold Carus love after their marriage. This what she answered: "Me, Trenti hold this Monsieur Caruso's lov But it is Monsieur Caruso w must hold my love. Mine, you s Trentini can get many other h bands. But where can Caruso him another Trentini? Pah!"

The only flaw in her reason was the fact that Caruso den ever to have entertained the slig est intention of marrying Trent and, indeed, wanted to know "W Trentini? Who is Trentini? H do you spell her name?" Whe upon Trentini called him "Ze Italiano."

Still later, she got mixed up w Rudolf Friml when she sang his operetta *Firefly*. Shortly a that, Trentini was sued for a h dred thousand dollars by M Friml for alienation of affecti Trentini eventually went to It came back here after the F World War, sang in vaudeville a while, and then disappeared do not know what has happened her nor whether she is still al

Speaking of Caruso, it was who made the sentimental li song "Because" famous. Ever si he sang it, tenors have copied l and "Because," composed by French lady composer, survive various renditions.

To leave the world of song,



MATCHLESS ENTERTAINMENT

Choice Selections For Your Listening Pleasure on

Columbia LP Records



The METROPOLITAN OPERA VERSION of

Fledermaus

NEW English lyrics by Howard Dietz
Libretto by Garson Kanin

Pons Kullman
Welitch Lipton
Tucker Brownlee

Eugene Ormandy Conducting Chorus and Orchestra of The Metropolitan Opera Association



ZINO FRANCESCATTI
with the
PHILADELPHIA Orchestra
EUGENE ORMANDY, Conductor

BEETHOVEN
VIOLIN CONCERTO
in D Major, Op. 61

ANDRE KOSTELANETZ
and his Orchestra
Tchaikovsky
SWAN LAKE
Ballet Music

RICHARD
TUCKER
SONGS FROM
SUNNY ITALY
Torna A Surriento • O Sole Mio!
Mamma Mia, Che Vo Sapa!
and others

"... the most important and moving music festival of our time ..."



BACH PRADES FESTIVAL
PABLO CASALS,
Director
Exclusively on
10 Columbia 33⅓ rpm
Records

Don't Miss These Outstanding Musical Events
Your Dealer is Featuring Them Now!

COLUMBIA LP RECORDS

First, Finest, Foremost in Recorded Music

"Columbia," "Masterworks" LP and LP Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

sider the popularity of Paderewski's *Minuet in G*. This popularity is due as much to Paderewski the pianist as to Paderewski the composer. He himself tells us in his memoirs how the *Minuet* came to be written. When he was a young man of twenty-six, there lived in Warsaw a certain distinguished physician for whom Paderewski often played. This man worshipped Mozart, rather overdoing his worship, for Paderewski was obliged to repeat his then very limited repertoire of Mozart compositions over and over again.

One day Paderewski grew tired of it and on the spur of the moment, more out of mischief than by clear design, he improvised a minuet in the style of Mozart. "What a wonderful piece!" his friend the physician exclaimed. "Tell me, Paderewski, is there anybody now alive who could write such music?" Paderewski knew that he had written one of those rare melodies destined to become popular. He knew "that this piece was going to make my name."

POPULARITY brought about by a performer, a spreading of the melody through every Middlesex village and farm, does not occur only in the early life of the melody. It may occur quite late. Chopin's "Polonaise in A-Flat," published in the year 1843, had long been popular as a piano piece among lovers of classical music. But this was small popularity, indeed, compared to the fame which descended on the "Polonaise" when it was played by Iturbi in the film, *A Song to Remember*. A hundred years after Chopin first played the "Polonaise," it was revealed to millions who were probably unaware of its existence.



Masland Duran* all-plastic upholstery



Dinette by J. C. Furniture Mfg. Co., Chicago, Ill.

Lounge chair or dinette set... it's a handsome "buy" for your home when the upholstery is Masland Duran all-plastic. Soft pliant Masland Duran comes in all your favorite colors... soap and water keep it fresh as new.

SEE MASLAND DURAN IN Sealtuft DESIGNS

SEND FOR FREE MASLAND DURAN FOLDER WITH SAMPLE

ONLY MASLAND MAKES DURAN
THIS TAG IS YOUR PROTECTION

Upholstered with masland Duran all plastic

THE MASLAND DURALEATHER CO.
Dept. H-1 Philadelphia 34, Pa.

*Trade Mark Reg. U. S. Pat. Off.

In polished natural aluminum, **$11.95**

Also with new Color-Glo finish in decorator hues: Delphinium Blue, Wild Plum, Sunset Gold. Permanent finish, easy to clean. $13.95. Prices include cord and excise tax.





New West Bend electric percolator is

entirely automatic

and makes really delicious coffee

It's a prize among percolators, this modern beauty by West Bend. *Makes coffee quickly* — uses cold water, yet starts to perk in less than a minute! *Stops perking automatically* — when your coffee's just right. *Keeps coffee hot indefinitely* — so the last cup is just like the first. . . . Add its graceful design and modest price and you can see why so many folks favor the Flavo-matic for gifts or for their own use. Makes 6 to 8 cups. . . . See it at housewares and appliance stores in the U. S. and Canada.

WEST BEND *Aluminum Co.*

Dept. 644, West Bend, Wisconsin

WHAT DOES "AUTOMATIC" MEAN?

1. The West Bend Flavo-matic perks the coffee — without watching or adjusting.
2. Stops perking by itself — when the coffee is done.
3. Keeps coffee at serving temperature as long as you want it.

W-184

Take It Easy, Lady!

To free yourself from the slavery of housework, take advantage of new and efficient labor-saving equipment

By Charlotte Conway



Working the new General Electric ironer is as easy as driving a car. All you do is press down the foot pedal, like an accelerator. The ironer shoe swings into position automatically, and lifts the ironing surface against the shoe. Take your foot off, and the shoe glides back so you can remove or adjust whatever you are ironing. The beauty of it is that at all times your hands are free to adjust, put on, take off. If you're one for mathematical calculations, this ironer does at one time about the work of eleven hand irons.



You can't complain about your refrigerator not being big enough, if you have the new Deepfreeze refrigerator. That is due to the Storador, the door with 4 shelves. Top one is for eggs. Next below holds 2 water or juice bottles with plastic handles, a butter box. Handy plastic bin below has two compartments for small things like parsley, radishes. Finally, a bottom shelf for quart-size bottles. Main area has 11 cu. ft. capacity. Deepfreeze freezer compartment holds 50 lbs. frozen food. Frozen storage tray holds commercial packs.



If you travel much, as we do, you probably complain about the toast you get in hotels, on trains. But there's no excuse for not having exactly what you like at home, in both color and texture. The new Proctor toaster has both a Colorminder, to give you light toast or dark as you prefer, and a Crisper Control, working independently, to give you soft or crunchy toast. You can even re-heat cold toast (and save on your food budget) without burning or changing its color. And you can do a single slice just exactly as well as two.



Tired of cleaning skillets after the perennial bacon and eggs? Philco solves all that in their new electric range with built-in "jiffy griddle." Like a shelf, it pulls out for use, is heated by broiler unit, so you can cook both on the griddle above and in the oven below. For instance, make pancakes and broil sausages (at the same time) with one heat source. Aluminum surface is easy to clean. grease cup for excess fats is removable. You cook by color on this range, since thermo-color controls indicate heating speed selected.

KETCHES BY KELLY GECHSLI



Experts say the best way to thaw meat rom your freezer is to lo it slowly, in order to eep full flavor and nutrition value. Cooler-tor's freezer has a eparate compartment o do just that. Of 3 u. ft. capacity, it maintains a temperature of 40° for slow thawing. seful also for chilling bulky cases of beverages before serving. Known as the Frez-R-ator, main freezer has 15½ cu. ft. capacity. neasures over all approximately 72" x 31" x 40" high. The freezer ection may be operated at zero, or at 10 below, for fast freezing.

(Continued on next page)

so utterly different

VENI-PLEX
CUSTOM BLINDS



CARESS OF COLOR . . . DELICATE TRANSLUCENCE ENRICHING EACH ROOM'S COLOR THEME

YOU CAN *See* THEY'RE *Custom-Built*

- **NEW ALL-PLASTIC** *Flexible* Slats in 9 living colors for better living.
- **LIVING COLOR** — basic ingredient of every slat — cannot fade, chip, or peel.
- **FEATHER QUIET** — feather light — can be raised without disturbing, metallic clatter.
- **FAR EASIER TO CLEAN** — flexible and strong — no sharp edges — glass-like surfaces WIPE clean, quickly.

OVER 100 Slat-Tape Combinations of Decorative colors at Selected Department Stores and other Retailers of Custom Blinds. Or write to —

UNIT VENI-PLEX CORP., Division of Unit Venetian Blind Supply Corp., 385 GERARD AVENUE, NEW YORK 51, N. Y.





PICTURE yourself in fifty lovely Interiors!



Before you make your lifetime investment in fine bedroom and dining room furniture, browse through an RWAY showroom. Suites of period and modern design are displayed in some 50 attractive model rooms.

Compare the style, quality and value.

Purchases may be arranged only through authorized RWAY dealers.

Send 25¢ to RWAY Furniture Co., Sheboygan, Wisconsin, for a copy of "Create Charm in Your Home"... 44 pages of information and pictures.



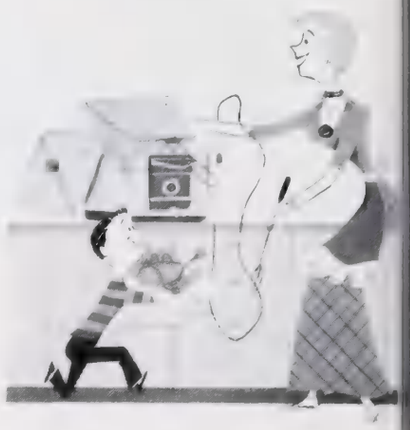
RWAY FURNITURE... to create charm in your home

For years known as NORTHERN FURNITURE

Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Kansas City, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Sheboygan.

TAKE IT EASY, LADY

CONTINUED FROM PRECEDING PAGE



If meals are getting monotonous in your house, what you probably need is the Presto Dixie-Fryer. This is one of those electric appliances you don't appreciate until you try it. But think of serving hot appetizers at your next party. Or, on family days, fried chic French fried onion rings, clams in batter, corn fritters, croque doughnuts, without any trouble whatsoever. Dixie-Fryer basket is enough to deep-fry up to 3 lbs. of quartered chicken at once. D spout makes it easy and safe to remove frying fats and clean fr



A good name for Hotpoint dr would be the "v out" dryer. It your clothes "with steamy windows, fl and walls, "with hot humid air in laundry to make it comfortable, "without" lint that has to be removed by hand, "with vents for removing heat, lint, or moisture. The secret is a misty w spray built-in under the tumbler drum, which rains moisture, va lint, out of the dryer and down the drain. Dryer is design compani matching washer, so the two can be installed as handsome single



If your kitchen is hot, steamy, full of cooking odors, and, (perish the thought) dirty to boot, it's time you put in a kitchen ventilator. The NuTone gets rid of all these nuisances, can be installed in wall or ceiling easily and with little expense. Be sure you ge right size for the size of your kitchen. The 8" model will move cubic feet of air per minute, the 10" size, 1,000 cubic feet bigger kitchens. Turn one thumb screw and the grille comes o quick, easy cleaning. Motor is rubber mounted for quiet opera

A NEW DOMESTIC PHILOSOPHY

CONTINUED FROM PAGE 104

the times. This new point of view—once we grasp its full meaning—is teaching us a lot about living. It puts our sense of values into sharper focus. We have learned that the things we do ourselves have far more meaning. We entertain the people we like rather than the ones we feel obligated to. We think herbs improve our cooking, so we have fun learning about them. Because we are mostly our own cooks, we can suit the dinner hour to our mood and linger over the coffee as long as we please.

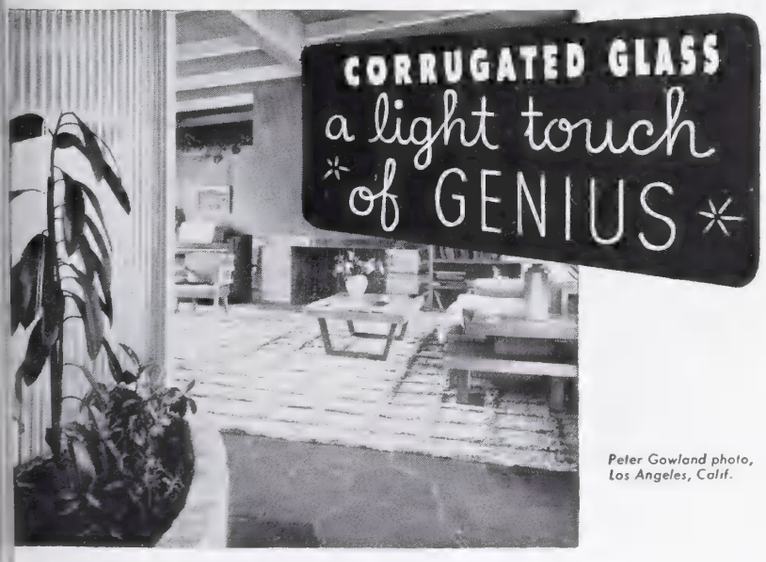
Our children share our lives much more than they did in the days of the nurse-in-the-nursery. We encourage their interest in cooking and good food by never cooking down to them, or making them conscious of our personal likes and dislikes. We're proud of our ability to cook, and it is something we now share with the rich, the poor, the famous, the humble, our hairdresser, and our favorite opera star.

We now judge our possessions by their upkeep, and formerly prized, but hard-to-clean, fragile things are put away in favor of sturdier appointments of wood, earthenware, china, and stainless steel. Straw and plastic table mats replace starched linen, and the paper napkin (often monogrammed) is something we all regard with new respect.

We've learned how to make life roll along easily, and it has given us a new sense of independence and freedom. Besides being astute about simplifying, we've learned to plan with all the keen strategy of a factory efficiency expert. We use pencil and paper, a card file system and a bulletin board to relieve our minds of cluttery detail. We inventory our pantry and our freezer and keep an entertaining notebook so we don't accidentally serve the Joneses the same meal twice. We study our cookbooks frequently for new ideas and double-check the best methods.

We plan the contents of our home freezer (which has cut our monthly shopping to one or two trips) to provide anything from a birthday cake to a holiday turkey on short notice. All our supplies are bought in quantity and replacements are carefully noted. Sounds like a lot of work, but it's not. Because we're well organized, no job

(*Continued on next page*)



Peter Gowland photo, Los Angeles, Calif.

Note how the beauty of this room is highlighted with an arresting panel of Structural Corrugated Glass. Obscure glass by Mississippi can enhance the livability of your home without destroying privacy. Use it in any room to brighten interiors with borrowed light. Bring the outside inside, in soft, lustrous illumination. And glass is modern . . . so practical. Never "wears out"! Easy to clean and always beautiful to behold.

When you build or remodel, specify Mississippi glass to your architect or contractor. Available in a wide variety of patterns wherever quality glass is sold.

Send today for new, free booklet, "Modernize Your Home With Decorative Glass." A treasure chest of ideas on the use of decorative glass to beautify your home.



MISSISSIPPI Glass COMPANY

SAINT LOUIS 7, MO.

NEW YORK • CHICAGO • FULLERTON, CALIF.

WORLD'S LARGEST MANUFACTURERS OF ROLLED, FIGURED AND WIRED GLASS

Buying a Mattress?

Be sure it's *REINFORCED* with

STRONGER* LONGER-LASTING

PERM-A-LATOR

TRADE MARK

Wire Insulators



Look for this tag *when you buy*
MATTRESSES
BOX SPRINGS
UPHOLSTERED FURNITURE

Steel wires keep padding out of springs—Prevent "Coil Feel" . . . Lumping . . . or Sagging!

PERM-A-LATOR . . . the new miracle *wire* insulator is the *strongest* insulator used in making mattresses, box springs and upholstered furniture. Tough spring wire pad is placed directly over the springs before padding is applied. It acts as a permanent barrier to keep padding from shifting or sinking into springs—prevents "coil feel", lumping or sagging. PERM-A-LATOR Wire Insulators allow greater spring action, giving you more comfort and adding years of life to mattresses and upholstered furniture. Insist on this extra value that costs no more!



***PROVEN STRONGER**

Over 2½ million rolling cycles have been made in independent tests on standard mattress made with PERM-A-LATOR Wire Insulators. Tests proved conclusively that PERM-A-LATORS do not let padding sink into the springs, and **last more than twice as long** as other insulators.

PERM-A-LATOR TRADE MARK Wire INSULATORS

Guaranteed by Good Housekeeping

The Backbone of Your Mattress

Write for booklet!

Tells how Wire Insulators add longer life . . . greater comfort to all upholstered products.

Manufactured by **FLEX-O-LATORS, Inc.** Carthage, Mo.

FACTORIES IN CARTHAGE, MISSOURI AND NEW CASTLE, PENNSYLVANIA



The inspiration of ages* ... the craftsmanship of masters ... bring warmth and lustrous beauty to your table. Six-piece place setting in heavy-weight sterling $36.50 tax incl.

*Song of Solomon 2:1 "I AM the Rose of Sharon..."

For information or nearest store write:
FRANK M. WHITING & CO., MERIDEN, CONN.
Goldsmith and Silversmith Tradition Since 1840

WHAT AMERICA NEEDS IS A NEW DOMESTIC PHILOSOPHY

CONTINUED FROM PRECEDING PAGE

is arduous, and most jobs are fun.

Our meals are planned for a week or two at a time, and they flow together and overlap, so that nothing is ever wasted and there is never a last-minute hiatus. We plan a systematic routine for our part-time help so that every minute counts, and we rely on mechanical robots to do our laundry, wash our dishes, and dispose of our garbage.

Cooking today is a serious interest for many of us. We've returned to the kitchen with a bang, and the sterile white laboratory of the Twenties and Thirties (complete with a rubber-soled cook) has been replaced by the warmly fragrant kind of kitchen that belonged to our grandmothers, though Grandma would be startled by some of our time-saving ways.

WE hang our cherished copper and Revere ware on the wall, and jars of fragrant spices and herbs fill a special cupboard. We know how to sharpen our fine knives ourselves and use a chafing dish with skill. We dry our salad greens in a French wire basket, grind our pepper by hand, and wisely cook our vegetables like the Chinese.

We buy our olive oil, cheese, and pastes in the foreign quarter markets and, while we're there, we have a way of collecting other fascinating things, like Russian black bread, hot Mexican peppers, and Polish ham. We're quick to adopt the food of other countries (if it fits our scheme), be it Borscht, Coq au Vin, or Sauerbraten.

We serve old stand-bys new ways: a soup as a whole meal, a curry as an hors d'oeuvre, stew for a party and a soufflé for the family. We know that the way a dish is served is as important as what went into it, and though our service is simple, our plates are hot and the candlelight is gleaming bright.

The essence of our cooking is the deft use of seasonings. We avoid overcomplicated dishes and last-minute fussing, but constantly search for bright touches to liven our food—a new use for caraway seeds or chili powder, a refreshing combination of flavors, a new salad dressing, or an unusual hors d'oeuvre. These are the conversation pieces, the caviar of cooking.

We are without fussy party manners because our entertaining is simple, and done for pleasure rather than duty, never with a feeling of effort or strain. We have a sure-fire repertoire of menus and dishes and foolproof equipment (including a huge salad bowl, a 20-cup coffee pot, and lots of little extra folding tables), so that there is nothing to go wrong at the last minute. We develop a good sense of teamwork with our husbands, sharing the responsibility of the guests and working out a series of invisible signals so that the timing doesn't bog down.

We barbecue because food tastes better when it is cooked over live coals. We don't confine it to the summer months, but do it all year long, inside and out.

We've done a pretty good job of redoing our way of life and, in most cases, it's been well worth the effort. We put ourselves in the starring role with little shame (sometimes this can boomerang, too) and our lives are very personal expressions of what we think and how we feel. We have learned that we CAN be different, and that believing in ourselves and our families is all that matters.

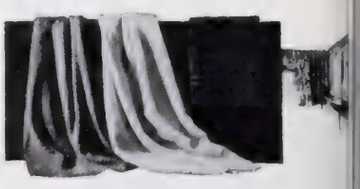
You are one of us if you have adopted this new domestic philosophy and put it to work in your home.



DONNELLY-KELLEY Glass Mirrors

Expert hand-engraving brings out the beauty of this falling-leaf pattern to make this crystal-clear mirror a jewel-like addition to any modern or traditional interior. Write for illustrated folder.

Donnelly-Kelley Glass Company, Holland, Michigan



These fine stores carry *Martex* Towels in 18 "*Concert Colors*"

Albany, N. Y. ..... W. M. Whitney &
Atlantic City, N. J. ..... M. E. Blatt
Baltimore, Md. Hochschild Kohn and Co., O'Ne
Boston, Mass. ..... R. H. Stearns R. H. Whi T. D. Whit
Chestnut Hill, Mass. ..... R. H. Stearns
Chevy Chase, Md. ..... Woodward & Lothro Bethesda Chevy Chase Si
Chicago, Ill. ..... Carson Pirie Scott and
Clayton, Mo. ..... Famous-Barr
Cleveland, Ohio ..... The Halle Bros.
Dallas, Texas ..... Titche Goettir
Denver, Colo. ..... Daniels and Fi
Des Moines, Iowa ..... Younkers of I
Detroit, Mich. ..... The J. L. Hudson Comp
Fresno, Calif. ..... E. Gottschalk &
Greensboro, N. C. ..... Ellis Stone
Greenville, S. C. ..... Belk Simpson
Greenwich, Conn. The D. W. Rogers Comp
Harrisburg, Pa. ..... Bowman's Dept. Store,
Hartford, Conn. ..... G. Fox &
Houston, Texas ..... Joske's of Hou Le Sakowitz B
Indianapolis, Ind. ..... L. S. Ayres and Comp
Kansas City, Mo. ..... Ma
Lincoln, Nebr. ..... Miller & P
Los Angeles, Calif. ..... J. W. Robinson
Milwaukee, Wis. ..... T. A. Chapman Comp
Minneapolis, Minn. ..... The Dayton Comp Rothchild-Young Quinlan
Morristown, N. J. ..... M. Epstein,
Newark, N. J. ..... L. Bamberger &
New Orleans, La. ..... D. H. Holmes Co., Maison Bla
New Rochelle, N. Y. ..... Greentree Li Haas Li Kashar and McC
New York, N. Y. ..... Fertig's Fifth Avenue, Mc McCre Stern I
Norfolk, Va. ..... Ames and Brownley,
Omaha, Nebr. ..... Thomas Kilpatrick &
Pasadena, Calif. ..... T. W. Mather Com
Paterson, N. J. ..... Meyer Bro
Peoria, Ill. ..... Berg
Philadelphia, Pa. ..... Gim Lit Bro Strawbridge and Clo John Wanam
Pittsburgh, Pa. ..... The Joseph Horne
Pittsfield, Mass. ..... England Bro
Providence, R. I. ..... The Shepard
Reading, Pa. ..... C. K. Whitner Co.,
Richmond, Va. ..... Miller and Rhoads,
Roanoke, Va. ..... S. H. Heironimus Co.,
Rochester, N. Y. ..... B. Forman Sibley, Lindsay and Cur
Rockford, Ill. ..... D. J. Stewart &
Sacramento, Calif. ..... Weinstock Lubin &
St. Louis, Mo. ..... Famous-Barr Scruggs Vandervoort Barney Stix Baer & F
St. Paul, Minn. ..... The Emp
Salisbury, Md. ..... Benja
San Angelo, Texas ..... Cox Rushing Gree
San Antonio, Texas ..... Joske's of
Scranton, Pa. ..... The Globe
Seattle, Wash. ..... Frederick & N
Sioux City, Iowa ..... T. S. Martin
Springfield, Mass. ..... Albert Steiger
Stockton, Calif. ..... Smith & Lang
Trenton, N. J. ..... Nevius-Voo
Tulsa, Okla. ..... Sedenb
Washington, D. C. ..... Woodward & Lo
Yonkers, N. Y. ..... Kashar and M
Youngstown, Ohio ..... Strouss-Hirsh

Need help to plan your bathr decor? Ask your local store for MARTEX "COLOR-CORDION write Martex Towels, Dept. B Worth Street, New York 13, N.

Martex

18 "CONCERT COLO



wonderful solids



tone on tone



or mix and match

Whether you're looking for the *one right color* to accent your bathroom decor—two or more tones of a basic color—or want to mix them imaginatively to your own queenly taste—Martex is the palette to pick from. For every one of the eighteen is color coordinated to live together smartly. At leading stores everywhere . . . partial listing on opposite page.

Martex®

18 "CONCERT COLORS"

A PRODUCT OF THE WEST POINT MANUFACTURING COMPANY — WELLINGTON SEARS COMPANY, SELLING AGENTS, 65 WORTH ST., NEW YORK 13, N. Y.



Cloisonné—New, new weave—never-been-done-before! Expert Gulistan designers have created a rich new concept of subtly textured luxury to add real style distinction to *your* home!

How to buy a Carpet

at the Carpet Fashion Opening April 2 to 12

What better time to get that new carpet than during the great nationwide style event, The Carpet Fashion Opening! Stores will have the widest selection of thrilling new carpets. How to find the *right* carpet? Just remember this: you'll be looking for *style* . . . you'll be looking for *quality* . . . so simply

LOOK FOR

GULISTAN

CARPET

AND BY ALL MEANS SEND FOR THE HELPFUL FULL-COLOR BOOKLET "HOW TO BUY A CARPET"—brimming with invaluable advice on that important purchase—your carpet. Be sure of choosing the carpet that brings out the most beauty in *your* home—send 25¢ to: Dept. HB-2, A. & M. KARAGHEUSIAN, INC., 295 Fifth Avenue, New York.



NEVER A DULL MOMENT! That's the cheerful prospect for any room that has a big expanse of clear Plate Glass to let in floods of daylight and frame your nicest view. Whether you choose Pittsburgh Picture Windows or Window Walls . . . regular Plate Glass or Twindow, the insulated window . . . you'll make your home a brighter home, a pleasanter place to live.



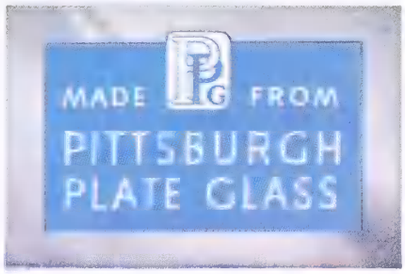
LUCKY IS THE LADY who sees herself as others see her. And you can . . . head to toe . . . with the help of several full-length Pittsburgh Door Mirrors in your home. They're useful to every member of the family . . . and they cheer up your rooms a lot, too. Easy to install . . . you can do it yourself in just a few minutes.

More light, more life, more loveliness

WITH PITTSBURGH GLASS



GLASS IS GETTING LOVELIER all the time! Why not give your bathroom or kitchen the benefit of it, with walls or wainscot of colorful Carrara Glass? Carrara walls stay young and beautiful indefinitely, never fade or stain or craze. 10 colors to choose from, including the Forest Green shown here. Ideal for remodeling as well as new homes.



THIS LABEL identifies products made of genuine Pittsburgh Plate Glass.

NEW FREE BOOKLET! 24 pages of practical suggestions for effective use of glass in your home. Illustrated in color. Ideas for new homes and old. Send the coupon for your free copy.

PLEASE PRINT

Pittsburgh Plate Glass Company
2044-1 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your free, illustrated booklet, "How to give your home Glamour with Glass."

Name.....

Street.....

City.....

County.....State.....

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Cordials by Cointreau



Before dinner, enjoy the delightfully refreshing Cointreau sidecar.

After dinner, Cointreau, the perfect liqueur with your coffee.

Cointreau Liqueurs are produced today exactly as they were more than a century ago. The 19 delicious flavors have long been associated with gracious living the world over. Cointreau Liqueurs . . . *The crowning touch to a perfect dinner.*

ANISETTE, CREME de CACAO, 50 PROOF.
BLACKBERRY LIQUEUR, CHERRY LIQUEUR,
APRICOT LIQUEUR, PEACH LIQUEUR,
CREME de MENTHE, SLOE GIN, 60 PROOF.
COINTREAU AND COGNAC, 80 PROOF.

For Free Copy
of "The Gourmet's Guide to Dining and Drinking," send name and address to: Cointreau Ltd., Pennington, N. J.

Pour Cointreau on your favorite fresh fruits and enjoy the superb *exotic* taste that Cointreau lends to all desserts.

DISTRIBUTED BY RENFIELD IMPORTERS LTD., NEW YORK, N. Y.

HOW TO INVENT A NEW DISH

CONTINUED FROM PAGE 98

greatest joys in life, so why should I double-cross myself? It's more fun to adapt or transpose or invent something brand new. I read recipes by the hundreds, but only to get the hang of what other people have done with a certain food. Once I know what has been done to it by other people, it's easy to go off on my own.

If you don't believe it's easy to invent, let me tell you about one "switcheroo" I recently dreamed up, which was a big success.

It worked exactly like translating one language to another. For I transposed the principles—*but not the ingredients*—of East Indian curry and applied them to good old American hamburger.

Curry is a glamorous dish, mostly because of the many delicious "accessories" that are sprinkled on top of it after it is served on your plate. So why not borrow the tray of condiments and use it for hamburgers? Why not make a tray of many seasonings—of everything that ordinarily goes on top of a hamburger?

Here's what ran through my head as the "switcheroo" was crystallizing. What to use instead of a bun? Rice is used for a curry, so maybe baked rice ought to be kept as part of the formula. It's easily prepared and will keep piping hot for a long time. So I'll use a base of rice, to be served separately with curry. Rice, but no bun!

Now what about the condiment tray? When a hamburger has "the works," it may mean anything in the onion, green pepper, relish, and cheese line. So I think I will serve what *I* like on a hamburger: namely, chopped green scallions, chopped bacon, chopped celery, chopped carrots, chopped nuts, a good relish, and some chopped pickles. And I think an apple might add a good flavor. I'd better keep in mind the crunchiness of the condiments, for in curry they always give a contrast, not only in color but in texture—with both the meat and rice. This begins to sound like a "Dagwood," but what have I to lose but a few groceries!

So, I'm off in a whirl and "Far Eastern Hamburgers" turned out to be a hit. Yet it was so simple, it's almost embarrassing to talk so much about it.

The following recipes are for twelve, but they can easily be cut down or enlarged, for the basic materials are easily worked out for the number of people. For instance, one pound of ground lean beef will serve three people. One cup of rice will serve four or five. A half cup of each of the condiments will serve six, one cup each will serve twelve, etc.

When you market, find out from your butcher which is the cheapest way to buy lean meat, either chuck, stew meat, or however they sell it. I actually think it is cheaper to get the shank because you will need the bone for stock for the rice and the sauce for the hamburger. Have most of the meat taken off and ground, without fat.

Hamburger Patties

4 pounds lean ground beef
6 slices of bread
½ cup (scant) boiling water
1 teaspoon Beaumonde Seasoning (Spice Islands)
½ (scant) teaspoon Java Cracked Pepper (Spice Islands)
1 teaspoon M.S.G.

Cut off crusts of bread. Put in mixing bowl with seasonings. Add boiling water and fork into small bits. Slowly add the ground beef, and keep working with a fork so it is light and fluffy. Do not press or pat down. Cover and put in the refrigerator until ready for use.

When ready to cook, use a fork in lifting out the ground beef, taking out just enough to make a patty the size of a fifty-cent piece and a quarter of an inch thick.

Brown quickly in butter a few at a time and place in a hot casserole. They are so small they will cook quickly. Care must be taken with these little darlings for they will break. Keep in a warm oven and serve with the sauce as soon as possible.

Sauce for the Patties

1 clove of garlic, minced
2 shallots, minced, or 1 small onion
4 cups of consommé or 3 cans of Campbell's consommé
2 cups of a good red Burgundy, French or domestic. (Serve same wine with luncheon.)
1 16 pound of butter
1 heaping teaspoon sugar
2 Crown Pilot Crackers (National Biscuit)

Lightly brown minced onion and garlic in butter, sprinkling sugar over onion and garlic as it is cooking. Add beef stock or consommé and ¾ cup of wine. Simmer for 15 minutes. Add ¾ cup wine, simmer 15 minutes, add 2 large unsalted crackers, the rest of the

(*Continued on next page*)



Carefree AUTOMATIC Cooking comes to stay with dependable LP-GAS*

Makes no difference where you live. LP-GAS goes anywhere . . . brings the modern way of living to any home.

For example, you'll enjoy better cooking with a beautiful new gas range. Instant, automatic controls right at your finger tips. Smokeless broiling. Quick, easy cleaning. All this convenience at a cost *much lower than automatic ranges using other fuels!* And weather never interferes with the dependable operation of LP-GAS.

Use LP-GAS, too, for refrigeration, home heating, water heating, clothes drying and incineration. (You may know this fuel better as bottled gas, tank gas, butane, propane, or by a local trade name —they're all *Liquefied Petroleum Gas.*)

See the latest LP-GAS appliances at your dealer's now.



Beautiful Booklet Free! Write for your copy of "How to Enjoy Better Living Right Now." LP-GAS Information Service, Dept. HB, 11 South LaSalle Street, Chicago 3, Illinois

Hot Water, Too!
All the hot water you want—for baths, dishes, laundry. Instantly! Automatically! A gas water heater (1) works 3 times faster than electricity, (2) operates anywhere, (3) is quickly installed, (4) uses never-failing fuel.



Live better...with LP GAS * BUTANE-PROPANE BOTTLED GAS THE MODERN FUEL Beyond the gas mains

over 7½ million families already do

LOAFING... The sun's so soothing... pink sandy beaches so inviting... and there's no hurry.



So Much To LOOK FORWARD To...



PLAYING... Superb golf courses, scene of many international matches, will make you play your best game.

Brilliant sun, sky and flowers. Tennis on perfect courts. Fishing you've longed for. Sailing where a breeze never fails. Swimming in the bluest water. Cycling to a favoured picnic cove. Living to suit your mood—gay and social in a world-renowned hotel or quietly and secluded in a charming guest house.

Bermuda



Write for your **FREE** copy of the exciting 16-page Bermuda booklet... beautifully illustrated with full-colour photographs and map.

YOU CAN GO quickly by plane... or leisurely by steamer. Your Travel Agent will make complete arrangements for your Bermuda vacation—at no cost to you.

THE BERMUDA TRADE DEVELOPMENT BOARD
Dept. B-4, 620 Fifth Avenue, New York 20, N. Y.
Please send me, without charge, a copy of your new Bermuda booklet, "Bermuda Welcomes You."

Name_____

Address_____

City_____ State_____

HOW TO INVENT A NEW DISH

CONTINUED FROM PRECEDING PAGE

wine, and whizz in the electric blender. Simmer 15 minutes more, stir occasionally, and pour over the meat patties and serve.

Condiment Tray

1 cup green onions or scallions, chopped
1 cup chopped nuts, mixed, but no peanuts
1 cup diced carrots
1 cup diced celery
1 cup grated Parmesan cheese
1 cup chopped bacon
1 cup chopped tomatoes (if you like them—they are not necessary; they must be well drained)
1 cup diced apples, done at the last minute
1 cup Fresh Cucumber Pickles (S & W brand), chopped
1 cup Sweet Relish (I use Libby's)

Store each item in covered containers in the refrigerator until ready to serve.

Rice

2½ cups rice (I like M.J.B. Long Grain White)
½ pound butter
5 cups stock or consommé (If you use Campbell's, 1 can of soup and 1 of water)

Lightly brown the rice in the sizzling butter. (This takes longer than you might think.) Stir constantly with a wooden spoon, so rice will not burn. Put into a hot casserole and add hot consommé. Put in a 375°F. oven for 30 minutes. Take out, mix well again, and bake for 20 minutes more. This is a wonderful way to cook rice. I got the original recipe from George Mardikian's book, *Dinner at Omar Khayyam's*. And if you follow the directions implicitly, the rice will be fluffy and tasty.

For a good dessert to go with this main dish, I think it would be good to have a fruit with a good sauce, plus cake or cookies.

Malay Peaches

3 cans Peaches, Freestone Halves (packed by S & W or Glorietta)

Drain and put in serving bowl and chill. Serve with Malay sauce and grated coconut. It is vital to get the freestone halves in a good brand, as there is all the difference in the world between a freestone peach and a cling.

Malay Sauce

1 cup Guava Jelly
½ cup dry Sherry (Pedro Domecq La In
Juice of 1 or 2 limes

Melt jelly with sherry in double boiler and add juice of t limes. Pour over the peaches a serve at once. The dessert lool glamorous with grated coconut sca tered over it. (You can't do bett than Baker's Coconut. Southe style. It's moist, sweetened, a more tender than the fresh-grat coconut.)

If you can't find the canned v riety of coconut I speak of, a *must* cope with opening tho things yourself, do as Trader V recommends. He says: "It seen that people have trouble takir a coconut apart. They hamme pound and chisel, and finally er up spilling the milk, which is pretty important part of any coc nut, all over the joint. Now y can't open a coconut successful from the end where the three 'eye are located. It must be opene from the other end. Most peop assume that the milk should drained from the three 'eyes' they approach the thing like a ca of Dutch Cleanser, but no dice.

"Hold the end of the cocon having the three spots firmly your hand and hit the other en of the coconut, just below the to with the back of a cleaver or heav knife. Don't hit it straight dow but give it a sort of firm, glancin blow. After a few tries you'll fi you can remove just the very t of the coconut without spoiling th rest of the nut."

After you've struggled and g the meat out, grate it, put it in nylon bag and freeze it. It's wonde ful to have on hand. If you must u dried coconut, soak it in crea sweetened with vanilla and sug for a few hours, and drain well

A good cooky to serve with th dessert is a sesame cooky. Just good rich butter cooky with sesam seeds put on the board when ro ing out and sprinkled on top a rolled in before cutting. Try the some time, for they are a delicio accompaniment for all fruits.



HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 86

ampionship Rodeo and Parade Phoenix, April 13-15, during ich the whole city and its guests gaudily western, to witness what considered the world's longest se-drawn parade, and top-flight ing events.

Unique is Wickenburg's Las mas Spring Ride, April 19-21. re's where the ladies of this all ch and ridin' town, including y guests at its seven guest ches, show the better known all- le Desert Caballeros—annual e, April 8-13—that they can do too! Cost is around $30. You vide your own mount. A bedroll, ny cot, and other comfort essen- ls follow in a truck. Or you can n the group for dinner only, $3: spend a night with it in a west- camp under the full moon. akfast included, for $5.

New is the saguaro-hemmed out- r arena beside lovely, bougain- ea-hung Paradise Inn out on melback Road. By April, this uld be completed and lively h all sorts of riding events, in- ding square dancing on horse- k, a unique combination of two the Valley's favorite pastimes.

Sustenance

Until you know your way around Phoenix and its environs, and can pick your own favorites, try these: The Green Gables—steaks, gourmet salads, in a surprise Sherwood Forest setting complete to the armored knight on a white charger who escorts you to the door, and the Robin Hood complete with bow and arrow who lets you in!

The Flame—handy when hunger strikes in the downtown district. Try the de luxe fruit salad plate.

El Chorro—out of town on Lincoln Drive: super food, pleasant fireside eating either indoors or out.

Kachina Lodge—also on Lincoln Drive, for homey, candlelit dinners, preferably charcoal broiled.

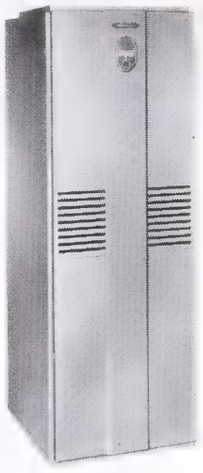
The Outpost — East Thomas Road, for a bit of night life concentered in Mimi, who, despite her name, has nimble piano fingers, a throaty voice, and a vast repertoire of lusty western songs.

The Pink Pony in Scottsdale—for a pick-up with western trimmings after a rewarding tour of this remarkable little town's many

(*Continued on next page*)





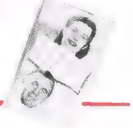


THE NATION'S LEADER IN AUTOMATIC GAS HEATING SINCE 1908

When you get that urge to move back the walls and push up the ceiling because a bulky, out-of-date heating system has you hemmed in . . . count ten . . . *then think of Bryant!*

The slim, trim Bryant Vertical Automatic Gas Winter Air Conditioner performs your heating chores *automatically* . . . installs in closet or out-of-way corner . . . saves space you need for recreation, utility or work room. And remember . . . you can select from Bryant's complete line of gas heating equipment to answer any heating need, any space problem.

Now's the time to ease that squeeze with a Bryant!



Let the pup be furnace man and water boy too!

bryant
AUTOMATIC HEATING

Bryant Heater Div., Dept. 42,
Affiliated Gas Equipment, Inc.,
17825 St. Clair Ave., Cleveland, O.

Send me literature on Bryant residential heating. I am interested in ( ) warm air, ( ) steam, ( ) hot water. Available gas is ( ) natural, ( ) manufactured, ( ) mixed, ( ) LP-gas.

Name _____

Address _____

City _____ State _____

"We vacationed on top of the world at Banff and Lake Louise"



"From the moment we sighted the Canadian Rockies...with their superb scenery and invigorating mountain air...we knew our vacation dreams had come true. The trip out on a modern Canadian Pacific train was a holiday in itself. Delicious meals...air-conditioned accommodations...wide berths.



"Banff Springs is a mountain paradise nestled in the heart of this sky-high world. The children hiked, played tennis, swam in indoor and outdoor pools. John and I golfed on one of the world's finest courses...danced every night. Together we went on picnics...trail rides...camera trips. The service was excellent.

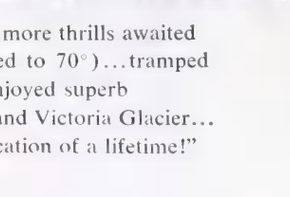


"At Lake Louise (only 40 miles from Banff) more thrills awaited us. We swam in a glass-enclosed pool (heated to 70°)...tramped mountain trails...photographed wild elk...enjoyed superb meals. Nearby were the Columbia Ice Fields and Victoria Glacier... Valley of the Ten Peaks! Truly, it was the vacation of a lifetime!"

Canadian Pacific

SPANS THE WORLD

Railways • Steamships • Airlines • Hotels • Communications • Express





P.S. *"Our local travel agent helped plan our trip...free of charge. He took care of every detail. And from him we learned about exciting cruises to Alaska. When we go again...we'll go Canadian Pacific."*

SEE YOUR LOCAL AGENT OR CANADIAN PACIFIC IN PRINCIPAL CITIES IN U. S. AND CANADA

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

shopping musts. Newest of these are: the Arizona Crafts Center, for native-made or inspired jewelry, ceramics, hand-sewn leather bags, unusual clothing; the Ranch House Shops, especially for books, gourmet food items, take-home gifts, as well as necessities like cosmetics, square dance clothes, slacks, and the like.

Big ones

So, in spring, your fancy turns toward fishing waters! Why not this time investigate Manitoulin Island? Here the main business is outsized bass, lake trout, pickerel, pike and such, but the place also offers scenery, Indian lore, and relaxation in an atmosphere in which the wind-up telephone is still the thing.

Set square at the top of Lake Huron, in Ontario's lovely Georgian Bay area, Manitoulin is not only the world's largest fresh-water island, with over a thousand miles of coast, but is itself dotted with over one hundred inland lakes, threaded with miles of fishing stream. Midwesterners will find it a pleasant drive from Detroit or Port Huron, up the Blue Water Highway to Tobermory at the tip of the Bruce Peninsula. From here the "S. S. Norisle" takes you and your car aboard, beds you down for the night, to make the three-hour crossing while the morning sun is gilding water, sky, and island. Or you can drive from Sault Ste. Marie east, or west from North Bay via Sudbury on the recently much-improved Trans-Canada Highway, turning off at Espagnola. A scenic drive and a bridge permit you to drive onto the island at Little Current. Or you can fly Trans-Canada Airlines from Toronto, take a boat from Owen Sound or the Sault, or a Greyhound bus from the Sault or North Bay.

Manitoulin offers over forty lodges, varying as per the following examples:

If you can't wait to get a line down, and prefer a homey, friendly background without excess trimmings: Rockhaven Lodge, only minutes from the ferry dock at South Bay Mouth. $5 a day and up for room with home-cooked meals, or $32.50 a week.

If you'd enjoy a magnificent view of blue, blue lake through white, white birches, a safe dock where the children can play, quantities of superior food: Red Lodge, Lake Manitou—address Sheguiandah—$6 a day and up, with m

If you want to fish, period—preferably with a flourish—d at Harbour Island Resort, in North Channel above the isl This offers fishing and, in sea hunting not only near by bu six outpost camps available by An excellently equipped re and a favorite Great Lakes ya ing anchorage. Rates, $10 a including meals and the eight-water trip from Kagawong. M toulin.

If you like a luxury resort at phere, complete with swimr pool, golf course, tennis co trap-shoot layout, a house boat extended stays in fishing water service to inland fishing spots, individually designed and d rated bungalow accommodatio Manitowaning Lodge, Manito ing. Rooms are from $45 we with excellent meals; suites bungalows, $60 up, with spe rates during May and June honeymoon couples.

To chart your course, writ Ontario Travel, Parliament B ings, Toronto, Ontario, for a li accommodations and local fis regulations.

Anniversaries

So full of birthdays is 1951 you will find yourself celebra in one way or another almost where you go.

Two thousand years old: P France—and celebrating with cal Parisian flair, especially April on, with an official ob ance July 8, and such highli as open house in the studio Montparnasse, a contest of flo decorated balconies and wind gourmet fairs, bicycle races, grams in honor of Hugo, Mol Don't fail to sign up for the "Ba Mouche," that leisurely little s seer which plies the Seine typical *savoir faire* any time. will make special trips to give river views of illuminations other birthday spectacles.

One hundred years old: American Express Company, w history, from those intrepid viduals who delivered money dispatches in carpet bags, to world-wide organization know every traveler today, with 65 t offices in this country, 175 ab Read about it in *American press: A Century of Progress* Alden Hatch. (Doubleday, N $3.50)

One hundred years old:



PERFECT Sandwiches, Canapés, *in a jiffy!*



Sell's three distinctive spreads are easy to use, economical and simply delicious. Smart New York party givers have served and happily gobbled up millions of tins in the past few years. Try them once. You'll never be without them!

Try All Three Today!



SELL'S LIVER PÂTÉ. Smooth, rich liver blend. It's simply delicious.

SELL'S MINCED CHICKEN PÂTÉ. Chicken, Chicken broth, celery and onions. It's luscious.

SELL'S DEVILED HAM PÂTÉ. Smokey ham spread, deviled with spices.

AT ALL FOOD STORES in metropolitan New York. Also available in New England, California and many other localities. IF *your* food dealer does not have Sell's Pâtés tell him about them but meanwhile don't be without them yourself for those festive special occasions.

SEND $1.00 DIRECT to us and we will, by return mail, send you a Sell's Party Package containing one each of these three simply delicious, highly versatile, party spreads, each in a four and a half ounce tin.



Sell's Specialties, Inc.
730 Fifth Avenue, New York 19

Send me by return mail _____ Party Package assortments of the three Sell's Pâtés, at $1 per package, postpaid. GK1

Name_____

Address_____

City_____ Zone_____ State_____

My food dealer is_____

Illinois Central Railroad. If you respond to Midwestiana, especially to intimate, hitherto undisclosed tidbits, read its centennial book, *Main Line of Mid-America*, by Carlton J. Corliss. (Creative Age Press, N. Y., $4.75.)

Fifty years old: Australia, which will observe the Golden Jubilee of its nationhood May 9, anniversary of the opening of the first Federal Parliament. According to Thos. Cook & Son's office in Sydney, there will be jubilee doings in the capital city of Canberra, others in Sydney and Melbourne.

Twenty-five years old: Scheduled air transportation in the U.S.A. Both United and Western Air Lines, the oldest in operation, will celebrate 25th birthdays during April, and the whole air travel industry will celebrate new records in passenger miles with an amount of new equipment and new routes which you ought to investigate wherever 1951 takes you.

Dickens Country

If you're "willin'," like Barkis, where Dickens is concerned, route this summer's European jaunt so you can spend June 6-23 in or near Rochester, in Britain's County of Kent. As its part in the 1951 Festival of Britain, Rochester is scheduled to pay homage at that time to its most famous citizen. There will be a full and varied program of Dickensian pageant and play. Each performance will have an unusual flavor of authenticity, for Dickens drew freely upon his friends and his surroundings for the six great novels he wrote while living here. Rochester is itself the Cloisterham of *Edwin Drood*. You will find there the original of the Nuns House of the same book; Satis House, home of the jilted spinster of *Great Expectations*; the home of Steerforth of *David Copperfield*; the Bull Inn of *Pickwick Papers*. The main pageantry will take place on the grounds of venerable Rochester Castle, considered the finest remnant of Norman architecture in England. For information about this and other Festival events: The British Travel Center, 336 Madison Avenue, New York 17, N. Y.

Five Falls

To see the five major waterfalls of Yosemite National Park at their very best, see them in April or May, while mountain snows are still melting. Then the whole Yosemite Valley, bright with the new greens of spring, is filled with the

(*Continued on next page*)

"Dry your clothes the Hamilton way, ready to iron or put away!"



SUBTRACT *hours* from washday! Just toss your wet clothes into a Hamilton Automatic Clothes Dryer. *In minutes* your wash dries safer, *fresher* than it ever dried outdoors. Many clothes fluff-dri so *wrinkle-free* they need no ironing! Every week, *more* and *more* women are banishing washday drudgery with a Hamilton Dryer.

No more heavy clothesbaskets to carry . . . no more stooping and stretching to hang up the wash! With a Hamilton Dryer you wash whenever it's most convenient —day or night—whatever the weather. Why wait any longer before *you* switch to automatic clothes drying? See your Hamilton dealer or utility company *soon* . . . and join the thousands of carefree Hamilton owners!

Exclusive Hamilton Features!

- SUN-E-DAY Ultra-Violet Lamp Sanitizes and Freshens Clothes
- Snag-Proof Zinc Grip Drum
- Hamilton Timer Switch—Set It And Forget It!
- Hamilton Heat Control—Adjustable By Type Of Fabric

THROW AWAY THE BADGE OF A DRUDGE!

The Original Automatic Clothes Dryer

Hamilton
Automatic CLOTHES DRYER
GAS AND ELECTRIC MODELS

FREE!



Illustrated literature fully describing the Hamilton Automatic Clothes Dryer may be obtained from your Hamilton dealer or utility company. Or fill out this coupon to have literature sent direct to your home.

Hamilton Manufacturing Company, Dept. HB-451, Two Rivers, Wisconsin

Gentlemen: Please send me, absolutely free, further information and details about the Hamilton Automatic Clothes Dryer.

NAME.....

ADDRESS.....

CITY.....ZONE....STATE...

HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

your dealer has them NOW . . . at LOWEST PRICES

CRADDOCK

EXPANSION TABLE and these matching ACCESSORY PIECES



No. 41-C

41-C TABLE

Classic design for contemporary space making! Drop Leaf with 2 filler leaves. Compact 26" x 36", with leaves up, 56". Fully expanded—76"! Full DUCO finish, metal claw toes, casters, table lock.

$90*

No. 46½N

ROSEBACK CHAIRS 46N SIDE-46½N ARM

For multi-use living & dining! Carved top rail, curved legs, bowed front, Needlepoint-type seat in black or beige. Height 33".

$18 and $23*



No. 46N

NO. 90 SIDE CHAIR

Dining size that does for an extra occasional! Regency Styling with wine-striped upholstered seat. 32½" high.

$13.50*



No. 90

Replacement or Refund of Money Guaranteed by Good Housekeeping if not as advertised therein

All Pieces in Walnut or Mahogany Finish

No. 130 CREDENZA

Spacious storage for living or dining rooms! Handsome 18th Century design, rich handrubbed finish. Two center-guided drawers, 3-door cupboard, antique brass pulls, spline trim—19" deep 48" wide.

$110



No. 130

*Approximate Retail Prices Slightly higher in West.

WRITE AT ONCE FOR NAME OF DEALER

CRADDOCK

FURNITURE CORPORATION

Evansville, Indiana

Enclose 10¢ for complete catalog

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

thunder of roaring water. Mighty Yosemite Falls themselves, whose upper falls alone drop a height approximately nine times that of Niagara, may disappoint at other times of the year. But in the spring a vast torrent of white water plunges down the north wall, drops with an impact that shakes the very ground upon which you stand to admire it. In April, Ribbon Falls, also on the north wall, is a narrow silken streamer rippling down the rock, and Bridalveil, on the south wall, a flutter of sheer gauze, painted rainbow colors by the sun, undulated by the wind. To see more, proceed up the Merced toward Little Yosemite. Vernal Falls in flood are rich green powdered by white spray; and Nevada Falls, about a mile above, are channeled by the rock over which they fall into a fine, showy and noisy swirl. And don't forget the trail from Glacier Point to Illilouette Creek. Here those smaller but lovely falls which you glimpsed from a distance on your way up, start their dramatic plunge into the gorge below.

People vs. places

One of the most hopeful signs of the times is the deliberate planning through which you can now use a European trip not merely to see museums, ruins, views, but to make personal contact with the people themselves. There are many student and hostel tours, all plusses in a program for mutual understanding in a world sorely tried by misunderstanding. There are many special tours by which people with specific interests—industry, architecture, engineering, medicine, the arts—can meet people similarly engaged. But in addition, the Economic Co-operation Administration is setting up in Marshall Plan countries clearing centers which actually arrange for American travelers to visit European homes so that they can meet and know the people themselves. The ECA is also setting up contacts especially for women interested in other women and their work in social welfare, interior decoration, fashion design. This is the sort of thing that makes all the difference between travel and mere looking.

Two other ways to meet the people are: Europe's vast program of International Trade Fairs, including those at London and Birmingham, April 3-May 11; at Basil, April 7-17; Milan, April 12-29; Brussels, April 21-May 6; Paris, April 28-May 14; and Bergen, May 1-31. And, most poignant of all, perhaps, the special tours for Gold Star parents and their friends set up by TWA and the Lanseair Travel Service. For information address: Algonquin Hotel, New York. Queen's Tour is two weeks of Britain, Holland, Belgium, France, Switzerland, and Italy. Florentine Tour is 16 days of France, Switzerland, and Italy. On each tour members will have the right to visit at no extra cost any one cemetery of their choice from the nearest point encountered while on the tour.

As a preliminary to such human interest travel, bone up on the people, their traditions and current way of life. To make your search for good reading material easier, the Library of Congress has published a 90-page selective reading list, *Travel in Europe*, covering the 17 Marshall Plan countries. It's a limited edition but yours for the asking if you write quickly to the Library of Congress or the Travel Branch of the Department of Congress, Washington, D. C.

Bumper to bumper

Don't let the battle with heavy traffic spoil your automobile trip. Take these hints, culled from the experts:

Travel during the less crowded off-season whenever you can. Now, for instance, when it's taper-off



ason in southern resorts, and any a midsummer favorite elsewhere is even more alluring cause it's spring.

Why take for granted that the ortest road is the quickest? Consult your map, or the next service ation, for secondary routes, nich though longer may actually ke less time because less crowded. Why blunder into traffic jams nen you don't have to? Couldn't u arrange a rest period—a pic-c, a movie, a boat trip—during e busiest driving hours? Usually ey're from ten in the morning to e in the afternoon on Saturdays, om five to nine Sunday night. A w well-put questions on local bits may reveal variations, and ep you out of the congestion.

If you must pile up the mileage, it in the early, least crowded rt of the day. But remember at it's what you see, not the ileage record you set, that makes trip worth while—and take it sy, even if that means taking ne out when the only scenery ailable is other cars ahead, hind, and alongside.

nericana

Do you find your faith faltering fore today's headlines, heartaches, and bills? Then pause, next time you are near Detroit, Michigan, and visit the Edison Institute at West Dearborn. Displayed at the vast Edison Museum, you'll see a truly heartening survey of this country's many assets, achievements, and traditions. Conceived and built by Henry Ford, the Institute necessarily reflects his tastes and interests. But no American can fail to find it also a nostalgic excursion into a past of which he can be proud. In Greenfield Village, he can even live in that past, ride in a horse-drawn carriage, mail post cards in an old-fashioned country post office, pose rigid for a tintype, and attend services at a lovely New England church on the village green. To make your visit complete, lunch at near-by Dearborn Inn, a lavish Georgian hotel where the furnishings and décor are authentically beautiful, and coffee in the Early American dining room is superb. Rooms in the Inn or in the Colonial Village just behind it are from $12-$14 each, double. European Plan. To underline the nostalgia and improve your history, each house is an exact replica of a famous American home: Barbara Fritchie's, for instance; or Patrick Henry's, or Edgar Allan Poe's.





LOOK ...the offer of your life!



all this for

$74.90

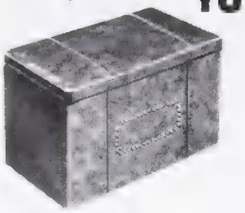
NO MORE THAN YOU'D EXPECT TO PAY FOR THE CLEANER ALONE!



Standard, Full-Size, All-Purpose UNIVERSAL TANK CLEANER
complete with attachments shown

PLUS

YOUR CHOICE



This Vinylite Hassock-Chest and TV Seat

Solves cleaner storage problem. Chest holds cleaner and all cleaning attachments. Upholstered Vinylite is waterproof, stainproof, fadeproof.

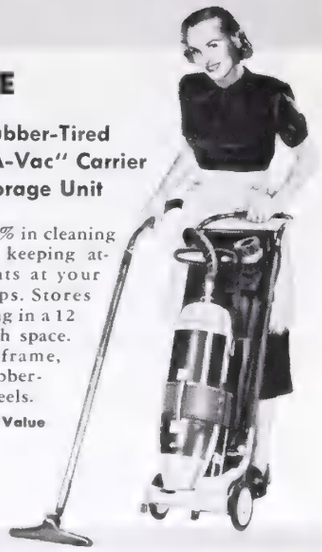
A $19.95 Value

OR

This Rubber-Tired "Roll-A-Vac" Carrier and Storage Unit

Saves 25% in cleaning time by keeping attachments at your fingertips. Stores everything in a 12 x 14 inch space. Chrome frame, heavy rubber-tired wheels.

A $19.95 Value





Universal De Luxe Tank Cleaners are also available with either "Roll-A-Vac" Carrier or Hassock-Chest at slightly higher cost.

See your dealer about this amazing offer. Low budget terms.



UNIVERSAL



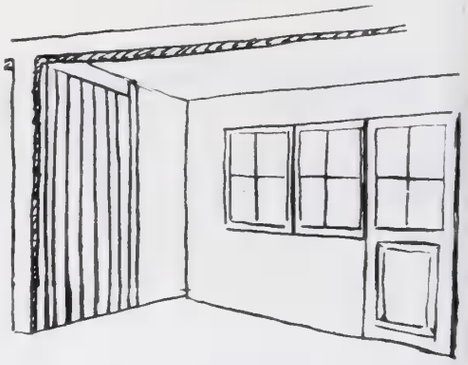
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Copyright, 1951, LF&C

HOW TO CURTAIN two windows and one doo

Treat them as if they were one generous window. Each can have its own curtain, but house them under a single long valance

This is a lesson on how to circumvent a Class-A curtaining hazard. The drawing below presents a very tricky problem. the photograph shows its canny solution. Each of the three units *had* to have its own curtains so that windows and doors could open independently. But imagine how busy and broken the space *could* have been if there had been three valances and per three pairs of side draperies. T curtains solve the operational lem, and they are carried dow cover the entire door. Don't the strong unifying accents vided by the curtain borders w match the simple valance. The cal strips come between the two dows and in the middle of the





• How to dress an awkward wall becomingly. If windows and door shown in drawing had individual treatments, wall would have been busy. Tiered curtains, under single, sweeping valance, unify space neatly and efficiently. Barker Bros., Los Angeles, decorators.



Wonderful To Come Home To

Here's comfort all America is talking about. Its charm is great! Its price is small!

BERK-LOCK
3 IN 1 CHAIR
COVERED WITH
Boltaflex
ALL-PLASTIC MATERIAL

BERT PARKS of Radio and Television fame relaxes in a BERK-LOCK







You won't "rest" until you own a BERK-LOCK covered with colorful durable BOLTAFLEX of enduring beauty. Lounge, Rock or Recline . . . in any position it is solid comfort. There are dealers everywhere who will be glad to show you the BERK-LOCK 3-in-1 Chair in a splendid group of stunning styles, covered with washable BOLTAFLEX.

BERK-LOCK is America's No. 1 Chair.



THE BERKLINE CORP.
Morristown, 3, Tenn.

Please send me illustrated folder describing BERK-LOCK styles and the name of my local dealer.

Name_____

Street No._____

City_____ State_____

The BERKLINE Corp. MORRISTOWN, TENNESSEE

You can Now have
YOUR CHOICE!

Lovely, long-wearing Hardwick Wiltons now come in either all-wool or all-rayon



"Cindel" – all-rayon Sculptured Hardwick Wilton, plume leaf design; in Monterey Green (as shown) or in Dream Gray.

"Del Rio"—all-wool Embossed Hardwick Wilton, modern maze design; in Horizon Rose (as shown) and five other smart colors.

Here *is* good news! For it is Science saying that less costly all-rayon carpeting can match its all-wool twin at every point you care about.

Just as soft and springy under foot; just as lovely to look at, and live with, year after year after year. But rayon is a less expensive "raw material" for carpeting than wool.

Here, side by side, are our Wilton masterpieces—in resourceful rayon, in good old-fashioned wool. Hard to tell apart here; equally so on your dealer's floor. Time-proven wool! Science-tested rayon! Both make wonderful Wiltons. As long as Hardwick does the weaving, choose the one that does the most *for you*. See both Wiltons soon, at your favorite store.

HARDWICK & MAGEE COMPANY

Philadelphia 33, Pa.

WILTON SPECIALISTS . . . MAKERS OF FINE CARPETS FOR OVER A CENTURY

I Changed my Rooms.....



from DRAB to Dramatic

WITH UNITED WALLPAPERS

And I'd never go back to plain walls again! What a difference new wall color *and design* make! It takes the place of the expensive new furnishings I thought my home needed. And never before have I spent so little to completely redecorate my home! . . . Discover how much wallpaper can do for *your* home! Whatever your decor you'll find United patterns to create the mood you want.

Patterns shown are 1. (in illustration) Debenham, 2. Bamboo Forest, 3. Berry Patch, 4. Monticello, 5. Malvern. See these designs in a variety of colors, plus other new United Originals at your dealers now.

UNITED WALLPAPER INC.

Merchandise Mart, Chicago 54

Look in sample books for this trade mark — the back of every genuine United Wallpaper pattern.

Write for "Wallpaper in Today's Home." Tells how to make modern dramatic interiors and gives expert solutions for "problem rooms." Send 25¢ to United Wallpaper, Inc., Dept. HB-4, Merchandise Mart, Chicago 54

Picture This Dinette in Your Home!



DINETTE BY YORK & FOSTER, INC., UNION CITY, PENNA.



MOTHER-OF-PEARL



GREY OAK



HARMONY

IT HAS A NEVAMAR LIFETIME TABLE TOP

Your spirits will rise every time you enter this room. For the table is topped with beauty that will last through the years. A NEVAMAR top is smooth to the touch, delighting to the eye. Its rich, sparkling color will always have that bright new look. It's so wonderfully practical, too . . . never shows wear, never needs care. A flick of the fingers with a damp cloth and stains simply vanish. Read the outstanding features of NEVAMAR tops on this label and you'll see why manufacturers of fine furniture choose them for their tables. See NEVAMAR-topped dinettes at your furniture or department store in a wide range of decorator colors and distinctive patterns that enrich your home with new beauty.

For the name of the store in your city featuring the dinette shown above, write directly to the manufacturer: York & Foster, Inc., Union City, Penna.

THE NATCOLITE COMPANY,
Division of National Store Fixture Co., Inc.,
Baltimore, Maryland

Makers of Lifetime Tables, Booths and Counters
For the Restaurant, School and Hotel

NATCOLITE

NEVAMAR®

TABLE TOP

This table top is designed for lifetime beauty and service. In lasting colors, the surface will resist scratches, dents or ring-marks. It is not affected by alcohol, fruit acids or alkalies. It is resistant to cigarette burns and will withstand boiling water. Clean with a damp cloth. Washing with mild soap and warm water is permissible but seldom necessary.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

THE NATCOLITE COMPANY
BALTIMORE, MD.

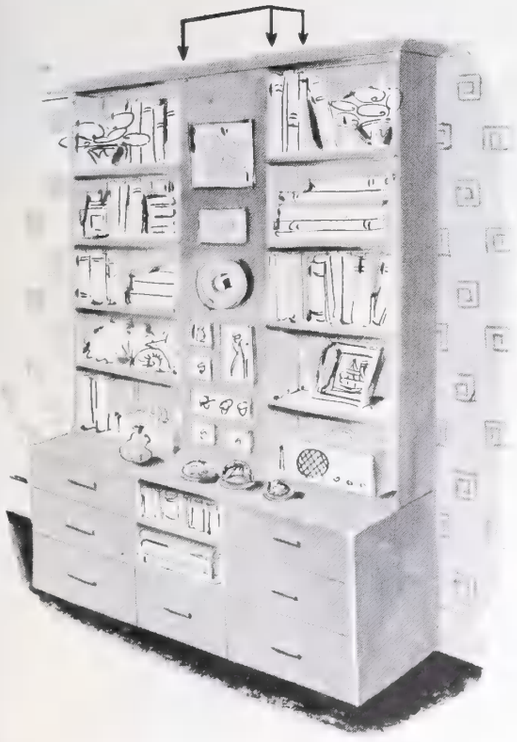
YOU CAN TURN UGLY COLUMNS INTO HANDSOME ASSETS

CONTINUED FROM PAGE 18



SKETCHES BY HELEN UPP

• Sometimes, these columns are away from the corner of the room, as above, and make furniture placement difficult. Here, a fake column has been put in the corner and shelves built between the two columns. Built-in or free standing desk completes the unit.



• When the column is alone in the center of a wall, try this more ambitious method of building around it. Erect bookshelves on either side and build chests below. Use the column for a collection of pictures. Have it free standing so it can be used elsewhere.

(Continued on next page)

rugs and upholstery



Duracleaned

in your home by handcraftsmen



. . . 'tis a joy and convenience to have a Duraclean fabric specialist take over your cleaning problems.



You watch colors revive . . . soil disappear . . . many stains vanish. You see the pile rise . . . and fabrics re-enliven. A few hours later, furnishings are again in use.

Absorbent aerated foam eliminates the usual scrubbing, soaking and hazard of shrinkage. Upholstery, orientals, twist weaves, tacked down carpets and antiques may be cleaned and revived with a *new safety*.



Twenty years of *customer satisfaction* has spread Duraclean service from the arctics of Alaska to the tropics of South Africa. Millions of homes, offices and institutions can now enjoy this world-wide service.

You'll be delighted with Duraclean service . . . and surprised at the low cost.

Duraproof Service, too

At the same time, if you wish, furnishings or clothing may be Duraproofed against moths and carpet beetles. Money-Back Warranty.



Duraclean

DEALERS of AMERICA

Watch local ads or write Duraclean Co., I-554 Duraclean Bldg., Deerfield, Ill. for name of your Duraclean service dealer.

Keep it NEW... DURACLEAN

ELJER



Lustrous beauty

TO LAST A LIFETIME



Eljer's Legation Bath has an integral end-seat and a wide, front rim-seat, only 16 inches high . . . easy to step in or out and ideal for bathing children. Bottom is flat for safety's sake. All parts are within easy reach for cleaning.

For a beautiful bathroom, combining color and styling with easy, immaculate housekeeping, install Eljer's Fine Plumbing Fixtures. Whether you choose a lovely pastel shade or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Bathtubs have an extra-thick coating fused to a *rugged, rigid, cast-iron base.* Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids because they are *real* china. Eljer Faucets, too, are quality-built for long, trouble-free service. For free booklet, write Eljer Co., Box 192, Ford City, Pa.

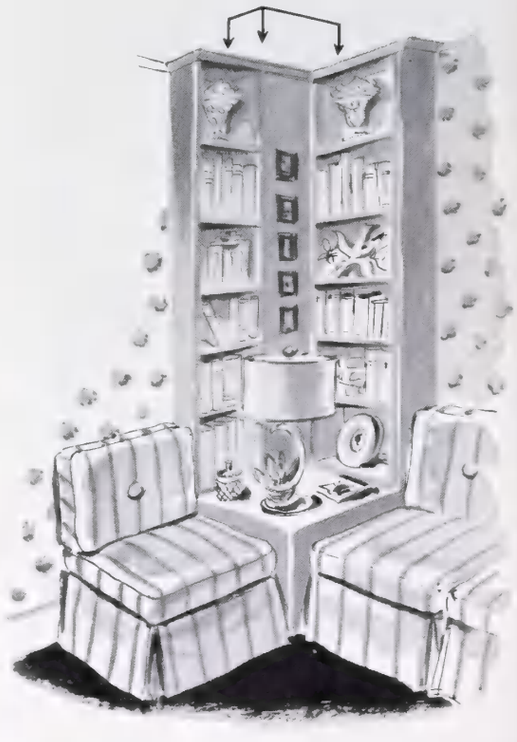
ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

YOU CAN TURN UGLY COLUMNS INTO HANDSOME ASSETS

CONTINUED FROM PRECEDING PAGE



• Corners often harbor these offending columns. Here the so is a similar-sized bookcase column built at right angles t existing one. Add a built-in seat or place a square ottoman for a snug little reading corner. A useful addition to the



• Still another variation, above, for a corner treatment. Her rows of bookshelves have been built, one a continuation o column, the other placed at right angles to it. Fit in a sc storage box (with hinged top) to serve as a corner t

Charity Doesn't Begin

Too often charity becomes a way of inflating one's ego, instead of a way of expressing one's love

By Marjorie Mattern

10. charity begins at home. does it? Well. not for me! If there one spirit I certainly don't want ervading my home it is that of nug. conscientious, self-conscious harity.

I am here speaking so indignant- of charity as the term is most ften used—a term which connotes hristmas baskets for families who arve the rest of the year. and ecks self-righteously written for ie Community Chest, because that rominent Mrs. Whosis personally sked for a contribution. and all inds of little acts completely lack- g in real generosity but under- ken with expectations of overwhelming gratitude as payment.

And. although I may appear to renounce a long-recognized virtue. I do not think that in a happy home there is either place or need for what Southey called "that frozen charity."

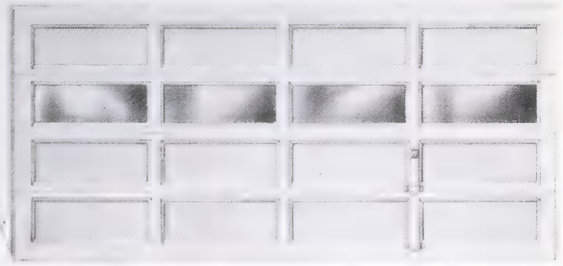
We've all. however. caught glimpses of it in the domestic life. I've known wives (and I confess frankly that in the grim light of dawn I've been one of their number). who assume that they are being magnificently charitable when they get up and prepare their husbands' breakfasts. Isn't that actually part of a wife's job? And.

(*Continued on next page*)





For Beauty and Convenience
a Crawford Marvel-Lift Door



Call Crawford Door Sales Co. listed in classified phone directory. Send for free folder or 10c for booklet, "How to Plan Your Garage."

Even if you have an older house you can enjoy the beauty, convenience and safety of a Crawford Marvel-Lift Door—and get quick, easy, thrifty modernization at the same time. For any garage—single or double, old or new. Famous Marvel-Lift Mechanism gives finger-tip operation, or, you can operate this door by radio from your moving car.

Crawford Door Company
62-401 ST. JEAN • DETROIT 14, MICHIGAN



Now! Permaglas costs no more

than ordinary water heaters!

You save with A. O. Smith mass production economies! More than a million water heaters have been built by A. O. Smith—and now these important savings are passed on to you in *Permaglas* Automatic Electric Water Heaters at the price of ordinary water heaters.

You save with Permaglas installed in your home! No worry about replacing *this* water heater every few years. With its tank of glass-surfaced steel, and exclusive *Ceramitron* Construction, *Permaglas* gives you double protection against tank rust and corrosion. Double protection that means years of sparkling-clean hot water for baths, laundry, dishes—every home need! So when a *Permaglas* costs no more—why be satisfied with less than the best?

A.O.Smith
AUTOMATIC WATER HEATERS

See your A. O. Smith dealer—or write for FREE illustrated booklet by Dan Herold on the "inside story"! A. O. Smith Corporation, Water Heater Division, Kankakee, Ill. *Licensee in Canada: John Inglis Co., Ltd.*

AS IF AN *Invisible Hand* WERE HELPING YOU...

KOVERFLOR

RUBBER BASE ENAMEL

MAKES IT *Quick* and *Easy*



TO PAINT DAMP CEMENT!

WEAR AND WEATHER-RESISTANT!
OIL AND GREASE-RESISTANT!
ALKALI-RESISTANT!

KOVERFLOR Rubber Base Enamel embodies the latest achievements in the use of rubber pigments. It applies quickly and easily leaving a smooth, glossy surface that gives outstanding wear and protection to these difficult-to-paint interior and exterior surfaces.

Use a fine STANDARD product for every interior and exterior painting, varnishing and enameling job. For walls or woodwork in flat finish, use KOVERWALL or FLATTINE—WONDERKOAT for semi-gloss — KLEANKOTE for gloss.

ANOTHER *Invisible Hand* GUIDES YOU IN SOUND COLOR PLANNING



Elizabeth Burris-Meyer, one of America's foremost colorists and decorators, and the author of many textbooks on color and decoration, now directs the selection of colors used in STANDARD Products and their coordination for modern and period decoration.

Photo by Blackstone Studios

AT ALL LEADING PAINT SUPPLIERS

STANDARD VARNISH WORKS
Makers of Fine Finishes Since 1870
NEW YORK LINDEN, N. J. CHICAGO

CHARITY DOESN'T BEGIN

CONTINUED FROM PRECEDING PAGE

if she acts obnoxiously virtuous about it, wouldn't she be doing her husband more of a favor to stay quietly in bed?

On the other hand, to select a far less superficial situation, too many husbands act as if every penny they provide for the support of the household is simple, undeserved charity. Admittedly, the average wife and mother works longer hours, accepts more responsibility, fulfills more varied demands than the most valued of her husband's business employees. Thus, although the money which the man of the family brings home should certainly be treated with respect, he should not expect gratitude if he doles it out as though it were an unearned windfall. It has been earned, in a co-operative venture in living.

IN A happy home, there is surely no place for that grudging, stingy response which suggests pure charity. The wife who listens to her husband's business problems, or accepts his suggestion of some recreation, whether it be the movies, a trip, or a quiet evening at home, as though she were doing him an enormous favor, is not only doing him a grave injustice, but may some day discover that he has found someone else who is genuinely enthusiastic, not merely charitable, toward his interests.

The husband who makes it all too plain that he is doing the little woman an extreme kindness to discuss with her a household problem, to take her to see "her friends," is not only treating his wife without loving interest, but may find one day that she no longer cares for either his opinions or his company.

And how many parents behave as though their children owe them unceasing gratitude. Filial affection is a desirable and lovely thing, but it is not automatic, and children do not, purely as a matter of principle, owe their parents anything. Parents assume the responsibility of children when they produce them, but the parent who scolds: "You ungrateful boy, to get a spot on your new suit"; "You ungrateful girl, to neglect helping me with the dishes"; "You ungrateful son, to reject medical school when I always wanted my boy to be a doctor," is basing his relationship with his children on the theory that the children are nothing but charity cases. A child should learn to care for his clothes, to help with the household chores, to plan his career, because all those are th he needs to know. But the pa pation should be intelligent not based merely on a child's g tude simply because his pa brought him into the world child who feels that his parents eager to understand his probl that they are filled with a lo interest in his well-being, *doe* spond with grateful and endu affection.

Having now ruthlessly elimin the spirit of grudging charity f family relationships, let us ex our claim to cover the state that charity, per se, shouldn't gin in any dealings with peopl

Friendship is not a matte bestowing charity and expec thanks. One may expect affect consideration, good companion from friends, but not necessa gratitude. The mere fact of suming friendship with some assumes that you wish that pe to be happy, do what you ca enrich his life, without either pecting or deserving thanks.

I know a charming woman is no longer young, and who is from rich, who constantly small, heart-warming things everyone she knows. She alv remembers to clip newspaper it that may interest you. If she se a tiny present, it is something need and enjoy. She never for to inquire about even the du and most unimportant ailment. doesn't expect to be thanked, repaid, and often she isn't. Bu is her way of having fun, and enjoys living much more than n people.

In the same group is a wo of wealth and few responsibili She makes occasional embarr ingly lavish gifts or entertains v expensive flourishes. For these tures she expects constantly peated protestations of gratitu And she can't understand why group obviously prefers "that old Dorothy, who has simply n ing, my dear." It has never curred to her that Dorothy is stantly giving her friends the ra of gifts, genuine interest and hanced self-respect.

THROUGHOUT all human r tionships there is no place charity based on a feeling of su riority and a subconscious de to inflate one's ego by "being nice to that little person." It is charity to treat a maid with spect, to give her fair wages, h

regard for her scheduled time off. It is only sensible and right. (And undoubtedly the only way to keep a good maid.) There is no reason to expect gratitude from her for treatment which she deserves as long as she does her job well.

In business, too many bosses believe that their employees should manifest humble, almost cringing thankfulness for fair salaries, for comfortable working conditions, for a Christmas bonus. If the employee is worth hiring, he deserves such treatment. If he isn't, his gratitude is a poor substitute for efficiency.

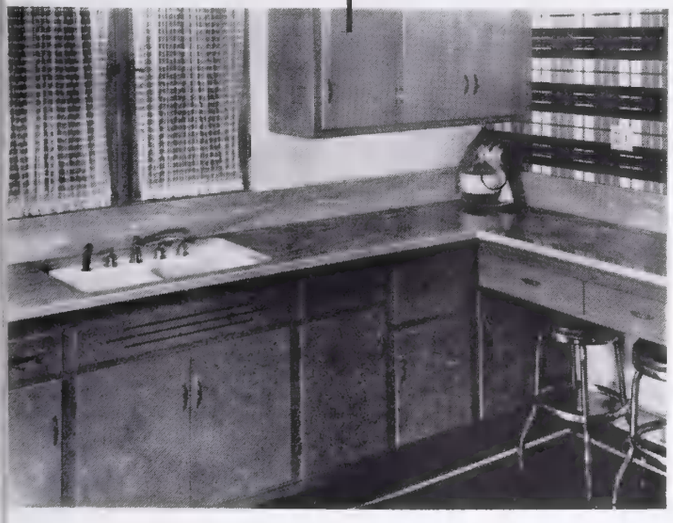
AND so with organizations, and even with nations. We, as a nation of great wealth and resources, have frequently seemed to be giving to other countries without receiving proper thanks. Yet, if we are honest we must admit that what we do for other countries is usually done not only because they deserve it, but also because aiding them will in the long run benefit us. That is more proper than charity, and for that we deserve respect. But we don't really rate that feeling of superior generosity which is known as an American trait.

Perhaps it seems not only perverse, but also foolishly idealistic to declare that in an ideal society there should be no place for charity, based on superiority. Surely it is realistic to admit that if we do a generous or a helpful thing for another person solely for the thanks to be received, solely, to put it more bluntly, to satisfy our ego, we will probably receive in return just what we actually deserve—which is no thanks at all.

And is it too idealistic to believe that if, without concern for reward, we are thoughtful, generous, and kind, we have indeed returned to the kind of charity which should begin—and expand? In achieving this, we return to the charity which "suffereth long and is kind," to the charity for which the best synonym is love.



marble | for easy-to-clean, permanent Beauty!



Marble — the economical material that adds a note of elegance to every home. It's so easy to keep lustrous and beautiful, so adaptable to every decorative scheme, so modern in appearance and use!

See how Marble can help beautify your home by writing now for a FREE copy of "Marble For The Home", to:

MARBLE MIA INSTITUTE OF AMERICA, INC.
108 FORSTER AVENUE, MOUNT VERNON NEW YORK

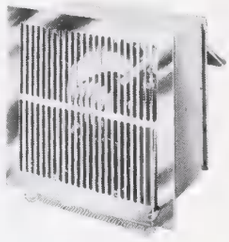


"Our kitchen stays clean, fresh all year 'round"

Mrs. Lewis W. Brandt
Indianapolis, Indiana



Wife of a builder, Mrs. Brandt had *two* ILG Electric Ventilators installed in her new home. One ventilator removes cooking odors, steam, and "greasy grime" from her ultra-modern kitchen. A second ventilator exhausts steam, lint and soap odors from her laundry room. Mrs. Brandt reports that her ILG fans are "so quiet, I forget to turn them off." If you wish to have a truly "home, sweet home" like Mrs. Brandt's, see your ILG dealer or fill in and mail coupon today!



Choose your home ventilator from the complete ILG line—6 styles, 14 sizes, for wall, window, or ceiling installation. All models are extra-quiet, extra-powerful, guaranteed.

ILG VENTILATION

FREE! Get 16-page booklet "HOW TO PLAN YOUR HOME VENTILATING SYSTEM"



☐ Please send me your FREE BOOKLET "How To Plan Your Home Ventilating System".
☐ Please send name of my ILG dealer.

Name_____

Address_____

City_____ Zone_____ State_____

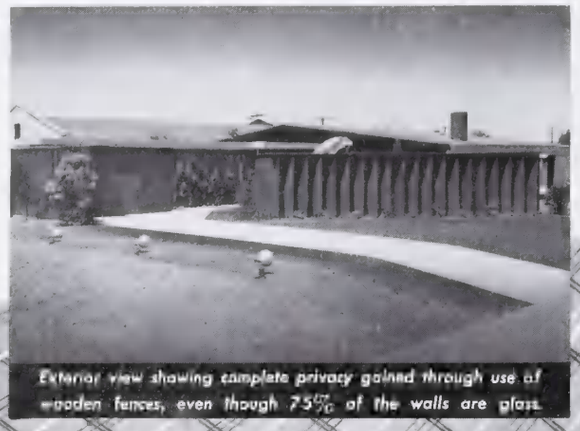
Ilg Electric Ventilating Co., Chicago 41, Illinois
2816 North Crawford Avenue • Offices in More Than 40 Principal Cities

Prize Winning Beauty

ON A BUDGET

This $10,000 house, designed by A. Quincy Jones, Jr., Los Angeles, is the winner of the First Honor Award of the 1950 Annual Competition of the American Institute of Architects. Cabot's Creosote Stains were specified for the exterior and Cabot's Stain Wax for interior woodwork.

Be sure you use the same economical and beautiful exterior and interior finishes for *your* dream home.



Exterior view showing complete privacy gained through use of wooden fences, even though 75% of the walls are glass.

Cabot's Creosote Stains

for economical beauty — at 1/3 the cost of good paint. Cabot's Stains come in a wide choice of lovely colors — clear brilliant hues to weathering browns and greys — including many of the natural shades popular in contemporary decoration. Ideal for roof shingles, wall shingles, clapboards, wood siding. Creosote oil content gives lasting protection against decay.



View of living room looking toward terrace beyond.

Cabot's Stain Wax

was used on the interior Douglas Fir plywood paneling. Combines a clear penetrating stain with the soft lustre of a waxed finish . . . in one application. Comes in an attractive selection of modern blond shades including Ivory, Silver Grey, Seashore Grey and Natural, plus popular dark shades including California Redwood, Mahogany and Walnut.

***Write today** for color cards, booklet "Stained Houses," and complete information to Samuel Cabot Inc., 415 Oliver Building, Boston 9, Mass.*

CABOT'S { CREOSOTE STAINS STAIN WAX

How to plan for informal meals in the kitchen

THERE'S many a time when eating in the kitchen saves a lot of time and trouble. The way to make it comfortable and pleasant is to be sure there's a place really intended for meals. Mr. and Mrs. Ralph Stean, at their home in Carmel Valley, California, knew they wanted two places in which to eat —one fairly formal, the other entirely informal, but both convenient to the kitchen proper to save steps, time, and energy.

Mr. Stean sat down with pencil and paper and designed the arrangement which would be ideal for them. Then, with the aid of one carpenter, he went to work and built it to his own specifications.

He built the cabinets of solid birch, with birch plywood doors, both finished with a clear, liquid plastic. This finish, they have found, does not discolor, cleans easily, and holds up remarkably well. On the cabinets he used brass hardware, repeating the cheery note the plant box and in the hood ov the range. This hood conceals n only fluorescent lighting, but Pryne ventilator to remove smok odors, and soot at their source, a whisk them completely out of t house.

Liking natural materials, it not surprising that he chose or nary brick, waxed, for the flo Counter tops are Armstrong Batt ship linoleum, selected for its du ability.

Liking, also, to take advanta of modern labor-savers, the Stea installed a General Electric dis washer and a Pulverator to gri up and dispose of food wastes.

With equipment to save workin time and an arrangement custo tailored to suit their habits a needs, the Steans have managed have two places to eat, both which are convenient and accessib to the main part of the kitche



■ Leaving out a full wall between kitchen and dining room makes both rooms more spacious and pleasant, and simplifies serving. Yet they are not so close together but that dining-room meals can have a certain formality when you want it. Built-in seat is a comfortable place to rest between times. Friends can relax there and still talk with you.

More people prefer...

Eastern

PRE-FAB* VENETIAN BLINDS

Custom-made for you!

Only PRE-FAB can give you *all* the wonderful features that add new service and beauty to your windows, including the all-metal enclosed head, self-adjusting tilter and finger-touch action. Only with PRE-FAB you get the important *one-piece* metal bottom rail that makes cleaning so easy.

Now . . . Eastern's improved all-metal slat material makes your venetians lighter, brighter, more beautiful. 14 colors in long-lasting DuPont *Plasticized* finish.



st on PRE-FAB! There custom manufacr within reach of your phone. *PRE-FAB blinds custom-made with the equipt and products made by STERN MACHINE PRODUCTS CO. Baltimore 30, Md.

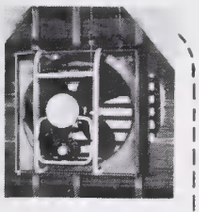
HELSEA FANS

OR HOME COMFORT COOLING"

e Natural Way

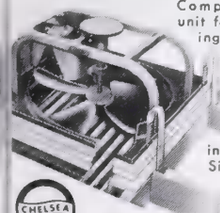


t of sight in attics, HELSEA Comfort olers bring cool fresh tside air into every room of your house quietly, economically. A complete change air per minute, providing comfort for entire family 24 hours a day!



YPE EH Wall-Type omfort Cooler— spring mounted ackage unit for after or ceiling nounting; includes ash chain, springs, anvas boot for nti-vibration seal, nd automatic outide shutter. Light n weight, simple o install — sizes 4" to 60".

TYPE EV Vertical Air Flow Comfort Cooler — Complete package unit for floor mounting in attics with low headroom. Includes automatic ceiling shutter, floor mounting brackets, etc. Sizes — 24" to 48".



CHELSEA

D FOR KLET! Plan for home comfort cooling right now — detailed information, data, diagrams Send 10c to Dept. EA-1, for copy.



CHELSEA FAN & BLOWER CO., Inc.
PLAINFIELD, NEW JERSEY

CLIMATE CONTROL ON THE CONGO

CONTINUED FROM PAGE 128



Figure 9

squeezed from right and left and also from above. A low archway, (where arrows converge), squeezes it down.

In such a narrow place, the wind always speeds up—just as a river speeds up when it must pass through a narrow cut. And right in this wind tunnel, at the narrowest, windiest place, Mr. Degryse-Dethoor has placed his dining table.

A sound idea for Americans? Definitely. But, like everything in Climate Control, the arrangement can't be simply transplanted, only the basic idea can. One difference between the Congo and, say, Washington, D. C., is that on the Congo one has his big meal at midday, and makes quite an affair of it. And, of course, at noon the sun is too strong for outdoor eating. In America, comfort at dinner during a heat wave is more easily provided by eating outdoors. Another difference is that on the Congo the noon period is the hottest time. The evenings are fairly cool. The U. S. summer sun doesn't set till late, and shines hard all afternoon out of the western sky, adding heat to heat. The wind dies down at sunset. So, in America, as far as the inside of the house is concerned, the hottest period is often after sunset! That is the time when you need a wind chute; and it is the bedrooms — especially children's bedrooms—that should be in the narrow place.

Degryse-Dethoor has also built on his plantation what is perhaps the coolest roof in the world. It's famous. Experts from the world's colonial ministries and from many tropical countries have come to see it. He designed and built this roof himself. Let's build it up step by step, the way he thought it out.

A roof gets hot and, therefore, hot air forms under it. Hot air wants to rise. Therefore, you must let it out. And so you build a shape like this:



Figure 10

(Continued on next page)

Modern Living calls for 180° WATER

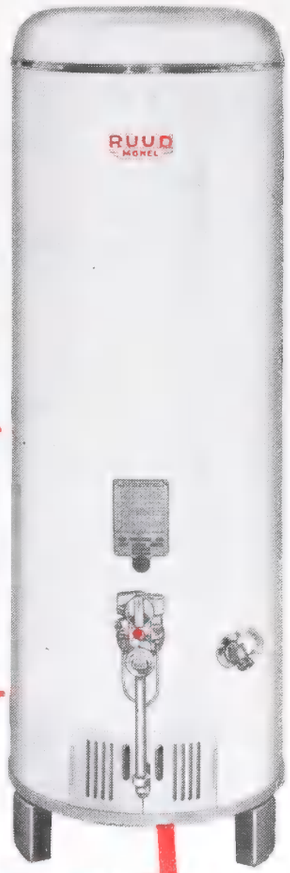


Today's automatic clothes-washers and dishwashers demand plenty of really *hot* water . . . 180° water. Besides, for bathing and beauty . . . for scores of household uses, you need an *abundance* of hot water at various temperatures. You get this *abundance* by mixing cold water with *hotter* water—180° water.

180° WATER calls for RUUD-MONEL

Hottest water can never rust Ruud's tank of solid Monel. You get years and years of flawless service . . . years and years of crystal-clear hot water.

The Performance-Rated Ruud-Monel gives the *hotter* water you need for many uses. Mixed with cold water, Ruud-Monel's hotter water gives you more hot water per gallon of tank size.



RUUD PRODUCTION is determined by the materials supply—Monel, steel, zinc, copper. Monel, in particular, is short because it is a vital war material. During this period when Ruud water heaters will be made in limited numbers, high manufacturing and performance standards will be rigidly maintained.

OTHER RUUD PRODUCTS

- Galvanized-steel-tank water heaters.
- Commercial and industrial water heaters.
- The sensational Ruudiator House-heating Boiler.

RUUD Manufacturing Company, Pittsburgh 1, Pa.



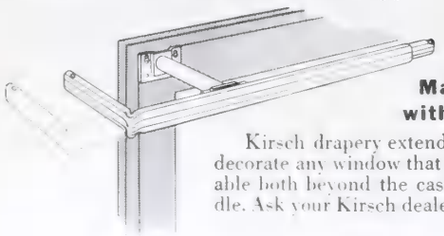
Attractive Windows

...The Home Beauty Treatment all can afford



Kirsch traverse (draw cord) rods — so smo-o-oth in looks and action — cost very little, yet add greatly to home beauty. They work best, and look well longer, because they're made better — by the leaders in the business. Cords are hidden inside the rods... generous, positive overlap insures privacy; curtains stay closed! Thanks to their quality, Kirsch rods outwear set after set of even the most expensive draperies.

These finest traverse rods — a real economy — come in four adjustable length-sizes, enabling you to fit windows from 28 inches to 150 inches wide. Also available cut-to-measure, for an added touch of "custom" appearance.



Make Windows Look Wider without Marring the Plaster

Kirsch drapery extender rods help you to successfully decorate any window that is too tall or too narrow. Adjustable both beyond the casing and inward toward the middle. Ask your Kirsch dealer for these useful rods, No. 4658.

Choose the Name You Know! **Kirsch**

Guaranteed by Good Housekeeping

DRAPERY HARDWARE AND VENETIAN BLINDS



Send for booklet "Smart Window Styling" with 85 window ideas. A useful guide to home decorating. Enclose 25¢ in coin or stamps.

KIRSCH CO., 490 Prospect St., Sturgis, Mich.
In Canada: Woodstock, Ontario

CLIMATE CONTROL ON THE CONGO

CONTINUED FROM PRECEDING PAGE

This allows the hot air to escape. But still the roof itself is hot. This one is of the standard tropical roofing material, corrugated iron, and becomes, of course, too hot to touch. With an expanse of hot sheet metal over your head, you would be sitting quite literally in an oven. No matter how cool the *air* might be under this roof, the heat *radiation* would make the place unlivable. Therefore, you need a radiation shield—a roof below a roof. Here it is. (Figure 11) added to the original roof. It is a light plaster affair. It, too,



Figure 11

has air vents through which warm air can rise.

And that's all! Under this roof, I have been almost chilly—at 2 P.M. almost under the equator.

It is not an expensive design. Peak it a little more, and you t a design for an attic that's t livable in the American summe which most attics are not. Th what *that* would be worth to yo a house in which all space is fi class space. Peak this roof a li less, and you get an almost roof for a two-story house. For American winter you could cl the vents with lids or panels stop the upward drafts, and t insulation would do the rest.

Under this particular roof not people, but cows. And th what proves the point. A cow even more sensitive to climate t people are. It is a well-known f in all the books, that you ca raise cows in the equatorial for except perhaps a stunted li African variety that gives har any milk. Mr. Degryse-Deth keeps a large herd of Jerseys Friesland, and he gets as m milk per cow as my neighbor in the cool Connecticut hills.

Climate Control, you see, isn' hazy idea dreamed up by theor —practical people use it, and really works.





SO LOVELY...

YET COSTS SO LITTL

NATIONAL GUARD SCREEN DOO GRILLES

FULLY ADJUSTABLE, for e installation. Skillfully han crafted in durable steel. Fini white enamel. $21.

GRILLE O

★ Style S-81 (illustrated) features W Duck of cast aluminum
★ Similar Design C-81 fits Combinat Screen-and-Storm Doors.

See Full Selection of Beautiful Designs

At Your Hardware or Building Supply Dealer

NATIONAL GUARD PRODUCTS, Inc.
540 Jackson Ave. P. O. Box 1120 Memphis 1, Tenn.



"Home-Planned" Furniture Charts a sensible course for Your Home

modern

by

HEYWOOD-WAKEFIELD

125TH ANNIVERSARY





You are doubly right to select this handsome Heywood-Wakefield Modern for your home. Every well-proportioned piece brings you the styling, materials and craftsmanship which have made Heywood-Wakefield a trusted name for 125 years. And, because these designs are "Home-Planned," you are sure that pieces you later buy for living, dining and bedrooms will harmonize beautifully with your present purchases. So be sure to look for the Heywood-Wakefield trademark at your favorite furniture or department store.

Guaranteed by Good Housekeeping

You're extra sure of quality when you buy products bearing the famous Heywood-Wakefield trademark, including—

OLD COLONY FURNITURE • ASHCRAFT FURNITURE • BABY CARRIAGES



Use This Helpful Planning Guide. This beautiful 32-page book by Gladys Miller, decorating consultant, has a world of smart ideas for decorating your home around well-designed Modern. Send coupon with 25¢ for your copy today.

Heywood-Wakefield Company, Dept. H-6, Gardner, Mass.
I enclose 25¢ for your book on Decorating with Modern by Gladys Miller.

NAME . . . . . .

STREET . . . . . .

CITY & ZONE . . . . . STATE . . . . . .

Take splashing longer...



"Troubador," a decorator drapery stripe by Kleinert that adds distinction to the bath. In striking color contrasts.

Look dashing longer...



Waterproof...Washable...Lastingly pliant and Long-wearing. Fade-resistant colors...Resistant to mildew, peeling, cracking.

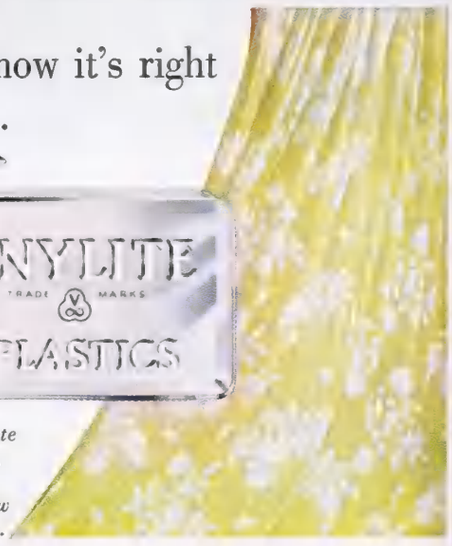
Shower curtains of VINYLITE Plastic
BRAND

A shower worth singing in . . . enclosed by a sparkling curtain of VINYLITE Brand Plastic! Designed by Kleinert's in a series of heart-lifting patterns and colors, these bathtime luxuries are long-term economical, completely waterproof, lastingly soft and pliant, and whisk clean and dry in a flash.

Always look for the phrase, "Made of VINYLITE Brand Plastics" whenever you shop for your home or your family. You can be sure it identifies truly outstanding plastics, produced by "the foremost makers of the foremost plastics," Bakelite Division. Pronounce the trademark "Vine-na-lite."

You know it's right if it's . . .

VINYLITE TRADE MARKS PLASTICS



"Puff Ball," a delicate foliage print. White, on translucent grounds in a rainbow assortment of colors.

BAKELITE DIVISION

Union Carbide and Carbon Corporation 30 East 42nd Street, New York 17, New York

... those heavenly carpets by LEES

You're invited!
Don't miss the Spring
Carpet Fashion Opening
April 2nd to 12th
at your favorite store.
You'll thrill to the
lush colors and weaves of
dramatic new carpets
loomed by Lees from
miraculous man-made fibers.
They're long-wearing,
moth-resistant, budget-wise.
New Skyline shown here
is enriched with nylon
for fabulous depth
and texture!
Bring your friends!



Those Heavenly Carpets by Lees ...
awarded 1951 Fashion
Academy Gold Medal.

JAMES LEES AND SONS COMPANY, BRIDGEPORT, PA., MAKERS OF LEES CARPETS AND RUGS, COLUMBIA AND MINERVA HAND-KNITTING YARNS

© 1951 The O'Brien Corp., South Bend, Ind.



Here they are—

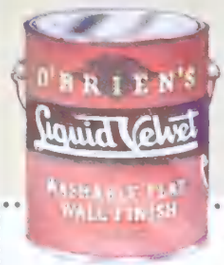
ready to help you restyle
your home or apartment

O'BRIEN

Colors of 1951

They're smart! They're exciting! They're absolutely up-to-the-minute! For new O'Brien colors are added every year by O'Brien Stylists working with leading interior decorators...to conform with new trends... to give you colors that harmonize with latest fabrics and draperies. *Save this page!* Use it in your preliminary planning. Then take it to your O'Brien dealer...find out how easy it is to make every room of your home more attractive, with authentic O'Brien Colors of the Year!

America's most washable flat wall finish!



Tests prove *Liquid Velvet* more washable by far than other leading flat wall finishes. Made with patented Pre-shrunk Oils. Brushes or rolls out smoothly! One coat usually covers! Rich, velvety finish! And it *looks better longer!*

The O'Brien Corporation, Dept. H-4,
South Bend 3, Indiana.

Please rush [ ] New Color Fashions with helpful decorating hints, color schemes, etc., containing actual paint chips for which I enclose 10c. [ ] New Color Manual with over 100 full-page color swatches, many smaller ones, color scheme suggestions, mixing instructions, helpful hints, etc., for which I enclose $1.25.

NAME

ADDRESS

FLAME	PLAZA GRAY	ARCTIC BLUE	ROYAL ORCHID	FROST GREEN	SUNKIST YELLOW	BLUE SPRUCE
JASMINE	COCOTONE	DESERT ROSE	CITRON	DOVE GRAY	CERISE*	VENETIAN GREEN
PONGEE	HUCKLEBERRY	SPEARMINT	HEAVEN BLUE	FLAMINGO	LIME TONE	MAGNOLIA
OLIVE LEAF	SUTTERS GOLD	SIESTA PEACH	RASPBERRY ICE	NEPTUNE GREEN	MARBLETONE	FORGET-ME-NOT BLUE
BUTTERCUP YELLOW	PEACHDUST	THISTLE GRAPE	NEW FRENCH BLUE	COPPER	TWILIGHT TURQUOISE	RUSSETT
TURQUOISE*	SPROUT GREEN	ORANGE*	RUSTIC BROWN	BALLERINA PINK	TWILIGHT PURPLE	HONEYDEW
FORSYTHIA	VERMILLION*	GREEN GAGE	TERRA COTTA	DEEP GREEN*	PEWTER GRAY	BON BON PINK
DEEP MAROON*	MAUVE	DAWN ROSE	DEEP BLUE*	MOROCCO ROSE	LEAF GREEN	LEMON PEEL
CUBAN LIME	FOREST GREEN	FROST BLUE*	MING YELLOW	ICE BLUE	SANKA BROWN	CORAL*

*Standard Colors indicated with asterisk.

Colors on this page will give you an idea of the range and richness of O'Brien Colors of 1951—over 100 of which are shown with actual, full-page chips, in the new 1951 O'Brien Color Manual. Includes color scheme suggestions...helpful hints...complete and simple mixing instructions, where needed. See your O'Brien dealer.

All colors can be produced in flat finish with *Liquid Velvet*—most in semi-gloss with *Satin Finish*, or high gloss with *Interior Gloss*.

O'BRIEN
PAINTS
TOP QUALITY SINCE 1875

COOKING AS AN ART

CONTINUED FROM PAGE 97

he balance between eggs, liquid nd flour, which cause the cake to ise, than with a sauce which can be ade thinner or thicker without ca-strophe. A little intelligence or xperience will soon teach you hat it is safe to change and what ould be let alone. Don't be afraid: ou have a world to gain and noth-ng to lose but some groceries.

The way to begin to be crea-ve is to cook by principles. *The rst principle to recognize is that e same basic recipe can be fla-ored in different ways. A change flavor is the simplest and easiest hange to make.* As a prelude to our new life of adventure in ookery, try buying a bottle of Iyers's Jamaica rum. Nothing will so much with so little for your esserts. Soak some lemon zests slices of the thin, yellow lemon nd—but be careful not to include ny of the white) in a few table-oons of rum. After this has lended for about half an hour, ke out the zests and pour the rum er some plain vanilla ice cream. on't put too much on. All you e after is the flavor.

NOTHER easy dessert is made by mixing your rum and lemon sts with honey, lemon juice, and ur cream, and pouring it over a sh of chilled, fresh fruit—any uit: sliced oranges, grapefruit, ba-nas, pineapple, dates, big prunes soaked, but not cooked) stuffed ith cream cheese, peaches, pears, rawberries—anything that is in e market. Or try working some the rum and the lemon zests to a hard sauce.

Get the idea? Rum is a flavor, nd it has as many variants as va-lla. Once you get the point about foodstuff, you don't have to look up a recipe. You begin to make up your own.

This principle of varying flavors to gain new effects extends all through the field of cooking. An onion, a carrot, and an herb bunch (parsley stalks, thyme, a bay leaf, tied together to be easily fished out of the cooked dish) are one of the basic flavoring combinations for casseroles and stews. If you can't get fresh herbs, use a good quality of dried ones, tied up in a little cheesecloth bag. Add wine or mushrooms or both. Delicately flavored vegetables, such as peas and asparagus, go well with these flavorings.

A more robust flavor combination is sliced onion, minced garlic fried in olive oil, and tomatoes added to the gravy. The onion-garlic-oil-tomato combination of Southern Europe takes a different set of herbs from the onion-carrot-butter one of France.

Also remember that fat is a flavor just as much as spice is. Try using olive oil, instead of butter, even on vegetables, and see how the character of your cooking changes. Or use peanut oil like the Chinese, instead of water, to cook the vegetables themselves.

The Russians use sour cream as fat, where the Italians use olive oil and the French use butter. Both beef and veal are delicious with sour cream. So are beets and cucumbers. Mushrooms make a great addition to sour cream dishes, but they are not necessary. Add sour cream to cooked dishes just a few minutes before taking them out of the pan.

Instead of replacing the fat of all the different meats with butter, as the French tend to do, the Eng-

(*Continued on page* 208)

FOR A GRACIOUS CEREMONY

Cemar WAFFLE SET

Be winsome with waffles? Yes, you can; gracefully preparing them at table in this deep-rose strawberry set... batter bowl, beating pitcher, sugar shaker and serving tray. Irresistibly charming...so, so smart!

For the fine store near you showing Cemar, write: CEMAR, 3024 Rosslyn St., Los Angeles 65, Calif.





"Now I just turn on the water and wash away garbage!"



GREAT NEW G-E DISPOSALL IS DESIGNED TO FIT PRACTICALLY EVERY SINK!

WIVES are thanking husbands for the marvelous appliance that shreds food waste into tiny particles—and washes them harmlessly away to sewer or septic tank!

They know what it means never to have to see, to touch, to smell unsanitary garbage again!

And the wonderful appliance that makes all this possible is the all-new, all-white G-E Disposall®—designed to fit practically every sink. With new, improved features—inside and out—and with refinements on those features that have already made the Disposall a favorite appliance in a quarter of a million American homes.

Take the first step to a clean, sanitary, garbage-free home . . . today! Step into your dealer's—and see the great new G-E Disposall! General Electric Co., Bridgeport 2, Conn.

SEE HOW EASILY THE G-E DISPOSALL WORKS!



1. You just scrape food waste into drain opening.

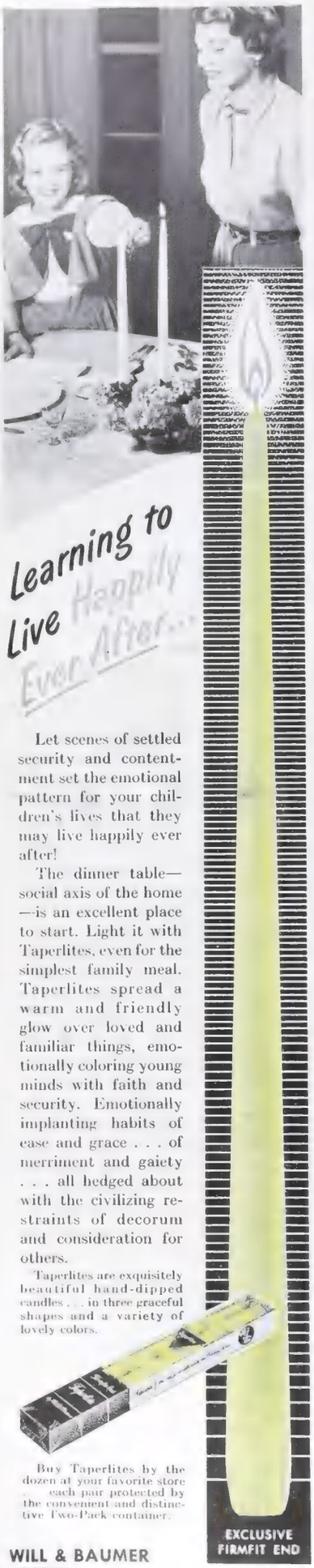
2. Turn the marvelous Twistop safety control. The Twistop locks securely in place during operation. This great G-E feature is stopper, strainer and safety control all in one.

3. Simply turn on cold water. Instantly the G-E Disposall goes into action—grinding food waste into tiny bits.

An amazing G-E *flow-switch* insures the proper amount of "flushing water" to wash away all food waste.

You can put your confidence in—

GENERAL ELECTRIC



Let scenes of settled security and contentment set the emotional pattern for your children's lives that they may live happily ever after!

The dinner table—social axis of the home—is an excellent place to start. Light it with Taperlites, even for the simplest family meal. Taperlites spread a warm and friendly glow over loved and familiar things, emotionally coloring young minds with faith and security. Emotionally implanting habits of ease and grace . . . of merriment and gaiety . . . all hedged about with the civilizing restraints of decorum and consideration for others.

Taperlites are exquisitely beautiful hand-dipped candles . . . in three graceful shapes and a variety of lovely colors.

Buy Taperlites by the dozen at your favorite store . . . each pair protected by the convenient and distinctive Two-Pack container.

EXCLUSIVE FIRMFIT END

WILL & BAUMER

Taperlite

REG. U.S. PAT. OFF.

EGGS

CONTINUED FROM PAGE 103

finally cover up the whole thing with sauce. A particular combination of *croûte*, fried ham, poached egg, and Hollandaise sauce is called Eggs Benedictine. But this is only one of the many combinations sufficiently standardized to have a name.

The poached egg need not necessarily be put on toast. It might go in a tartlet case (a tiny, baked pie shell) or an artichoke heart, or a mushroom cap, in which case the garnish would not be a vegetable, but some cold meat; for example, slivers of chicken, or tongue, or nearly any cold lunch meat.

Or the egg might be placed in a purée of vegetables, in which case it should be served in ramekins.

Or the eggs may be served cold on a bed of chopped lettuce and cold cooked vegetables, in which case you might add a dressing made of sour cream. Or you could dip the poached eggs in beaten eggs and bread crumbs and fry them. There is no end to the things you can do with poached eggs if you wish.

All these poached-egg dishes are fancy-looking, easy to cook, and can be made with a variety of materials. They are fun to do and interesting because you don't have to repeat yourself. One could list 50 variations without batting an eye. Eggs may be poached beforehand and stored for later use. Obviously, here is something made to order for the bride. But the young cook doesn't have to be a bride to try them out for her next Sunday brunch. With fruit and coffee the menu is complete.

SCRAMBLED eggs are another simple dish which you can make much of. But you must take care with the eggs themselves to keep them smooth and creamy. The best way to do this is to beat them lightly and then cook them in a buttered double boiler over low heat. Be sure that the top of the double boiler does not come in direct contact with the water underneath. Stir the mixture as little as possible. While still smooth and creamy, take it off the fire and stir in some butter, cut in little pieces, and some cream. For six eggs the conventional proportions are one tablespoon of butter and two tablespoons of cream.

Serve the eggs in ramekins, on toast, in crust cases, or in puff-paste patty shells. You can introduce more variations on scrambled eggs than you can on poached e Try combining them with ch shrimps, lobster, chopped chi livers, mushrooms, asparagus herbs, anything you have. serving them with sliced avoca

The French omelette is r nothing more than scrambled cooked so that the outside of mixture forms a thin film. omelette is served folded on itself, with or without a ing. If there is a filling, the lette is named from this. By it would be boring to hear a li the things with which an ome might be filled.

The French use omelette for sert much more than we do. class of sweet omelette is f with some kind of jam. Anothe served sprinkled with sugar covered with a liqueur, such Kirsch (cherry brandy) or heated rum which is lighte make a flambée dessert.

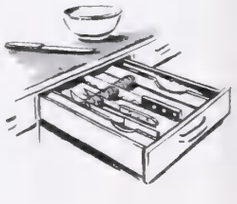
What we call a fluffy omel in which the egg whites are be stiff, before being added to beaten yolks, the French ca soufflèed omelette. This is n folded over on itself but c to the table in a heaped-up mo

THE fourth type of dessert lette is made by putting som cream on a thick layer of sp cake and then covering the w thing with a meringue, the ringue cooked quickly withou lowing the cream to melt. We these baked Alaskas. The Fr call them "omelette en surpr (surprise omelettes).

Hollandaise, mayonnaise, sabayon sauces all owe their to the ability of eggs to hol liquid in solution. Mayonnais the most popular oil dressing America. It can be flavored herbs, soy or Worcestershire sa or mixed with pickles, tom purée, or sour cream.

Hollandaise is really only a mayonnaise, with butter use fat instead of oil. For those like to paint the lily, it can varied in different ways.

Mousseline sauce is a hol daise with whipped cream ad (In culinary French, it is ca chantilly cream.)



In Your Present Home

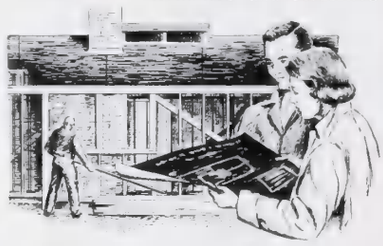
CUPRINOL® STOPS ROT AND TERMITES



- Wooden porch steps, flooring or columns; a window sill that's lost its paint; wooden gutters; lattice work; any wood in contact with the ground—a coat of Cuprinol gives proven protection against rot and termites . . . can be painted over . . . harmless to the skin . . . easily applied by brush, spray or dip.

In Your New Home

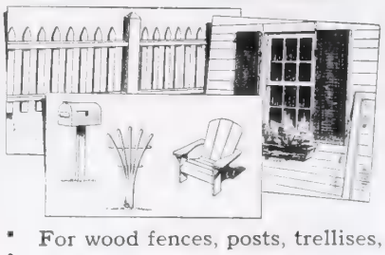
CUPRINOL® REDUCES WARPING and SWELLING



- When you build, when you repair, give all new wood one coat of Cuprinol before you paint. Cuprinol not only stops future rot but it is water repellent and reduces the swelling and shrinking of doors and windows. On plywood it provides a lasting smoother finish beneath paint, varnish or stain.

Around Your Place

CUPRINOL® MAKES WOOD LAST LONGER



- For wood fences, posts, trellises, window boxes, shutters, screens, garden furniture . . . Cuprinol gives longer life at little cost. It is the safe, economical wood preservative in quarts and gallons for home use.

At Lumber Dealers and Marine Supply Stores



CUPRINOL Div., Darworth, Inc., 33 Maple St., Simsbury, Conn.

Yes, I'd like folders about Cuprinol—

Name_____

Address_____

Maltais sauce is a hollandaise with the juice and rind of blood oranges.

Marguery sauce is a hollandaise with fish essence and a purée of oysters.

Bavarais sauce is a hollandaise with wine vinegar, horse radish, and crayfish butter.

Sabayon is a hot sauce for deserts, made like a hollandaise, only with wine or milk instead of butter. It will take any pudding right out of this world. Try it made with Marsala wine and poured over vanilla ice cream.

CUSTARDS are among the best, most versatile and easiest egg dishes to make. Heat the milk for the custard and then add it gradually to the eggs. This will save cooking time. Be sure to add milk to the eggs, and not the other way around, or a little of the egg will set into the hot milk and solidify. Strain the custard mixture through a sieve, before cooking, to get the stringy pieces out of the white of egg. Keep the heat low. Boiling will curdle a custard. Cook over water (which means, cook custards in a double boiler), taking care that the water in the lower part does not touch the pan above. Baked custards are cooked the same way. Place the dish which contains the custard mixture in a pan of cold water before it is put in the oven. Never allow the water surrounding a baking custard to boil. Open the oven door, if necessary. You don't have to use ovenware to bake custards in this way. The water protects your china or glass. The old-fashioned English way was to serve baked custards in little glass cups, which were exactly like punch cups and were called custard cups.

But did you realize that a "baked" custard could be steamed as well as baked. Put the custard mixture in a pan of water and cook it on the top of the stove. Be sure that the dish containing the custard does not sit directly on the bottom of the pan. Put some folded paper under it, if you have nothing else. Cover the pan which contains the water. Your custard will bake this way in a fraction of the time it takes it to bake in the oven.

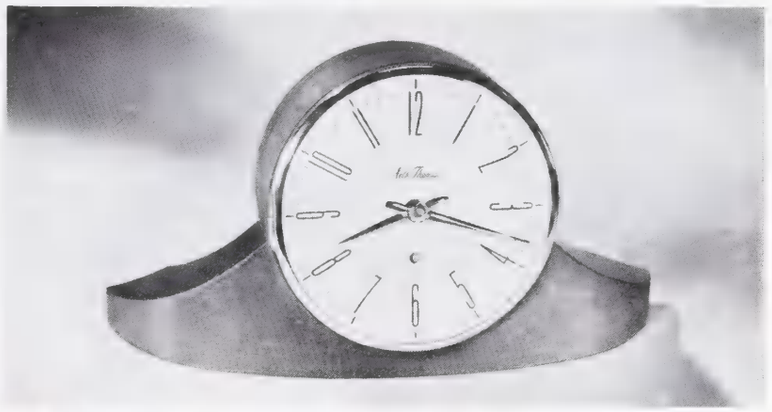
A baked or steamed custard is done when a silver knife stuck into it comes out clean. A boiled custard is done when the mixture makes a heavy coating on a silver spoon.

You may make a custard with whole eggs, or you may use only

(Continued on next page)

Such a handsome clock!

Dynaire



Here's a modern electric clock you'll love to live with . . . love to look at. Let your eyes follow its graceful lines . . . rest on its easy-to-read dial. The Dynaire is yours in blond or mahogany finish on hardwoods. Ht. 5¾ in. Wdt. 10½ in. $19.95.†

There are many other fine Seth Thomas* clocks . . . impressive clocks to center a room around . . . cheerful little clocks to brighten a special corner. Clocks to treasure, clocks to trust . . . all by Seth Thomas, honored name in clockmaking since 1813.

For folder illustrating other Seth Thomas Clocks, write Dept. H-1, Thomaston, Conn.

SETH THOMAS

The finest name in clocks

ELECTRIC AND KEYWOUND

†Price subject to change, tax extra. *Reg. U. S. Pat. Off.

to match your Dreams



The St. Giles

SOLID MAHOGANY

Warwick Finish

The furniture Hepplewhite made famous was created in his workshop in St. Giles parish, England—hence the inspiration and the name for this graceful bedroom group by Continental. The twelve curved drawer fronts in the double dresser and six drawer fronts in the chest are made from solid Honduras mahogany, as are all other exposed surfaces—tops, ends and frames.

Continental makes furniture for the bedroom exclusively, in Solid Mahogany, Cherry and Maple, for those who appreciate the ultimate in design and quality.

A booklet of Continental solid mahogany bedroom pieces is available for 15 cents.

The CONTINENTAL FURNITURE COMPANY

HIGH POINT N. CAROLINA

Designers and Makers of Fine Furniture Since 1001

CONTINENTAL C F C SUPERIOR QUALITY REG. TRADE MARK

designed by forest wilson



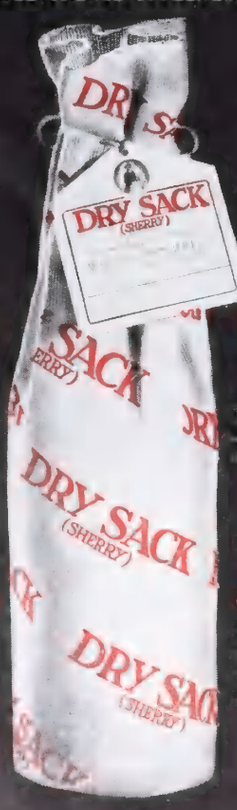
the incomparable pasadena
dramatic

gracious furniture for gracious living

Futorian FURNITURE

futorian manufacturing company
1139 american furniture mart, chicago 11
or 1656 merchandise mart, chicago 54

DRY SACK IMPORTED SHERRY
in all the world ... none finer



unique in name
Remember it—ask for Dry Sack Sherry—not just dry sherry!

unique in flavor
Superbly mellow, nutty flavor. Altogether delightful—neither too dry nor sweet.

unique in wrapping
The distinctive cloth sack makes Dry Sack a perfect gift. A gift of good taste in good taste!

unique as an aperitif
An ideal light drink before lunch. And of course, an international pre-dinner favorite.

Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*

EGGS

CONTINUED FROM PRECEDING PAGE

the yolks. There is no fixed proportion of eggs to milk. You may make a custard with four eggs to a quart of milk or you may use 16 yolks to a quart. The yolks alone make a richer dish. The more eggs used, of course, the firmer the resulting custard.

The most delicious custards are those made of egg yolks and cream. The French bake them in little bowls and call them pots de crême. *These can be plain vanilla flavor or made with chocolate, or with almond flavor and topped with chopped almonds, or with vanilla flavor and topped with whipped cream.*

Crême brulée, a rich and delicate dessert, which was pushed out of favor about a century ago by ice cream, has recently been rediscovered and is very popular. It is a boiled custard made of egg yolks and cream. After it is cooked, the mixture is placed in a baking dish and allowed to cool. It is then given a topping of brown sugar and put under the broiler to glaze—that is, to melt the sugar—and it then is cooled again. When cold, the caramel topping is as crisp as a brittle candy. It makes an interesting taste and texture contrast with the thick, rich cream.

Fried cream is another custard dish. *It is a rich boiled custard of egg yolks, cream, flour or cornstarch, which is cooled, cut in squares, dipped in egg, bread crumbs, chopped nuts and then deep fried.*

But you cramp your style unnecessarily if you limit yourself to milk as the liquid for making a custard. Custard may be made with broth, or part broth and part milk. Such a custard may have onions or mushrooms in it and served as the main dish in a vegetarian meal. *A French dish called the Lorraine custard is made with eggs, cr chopped fried bacon, and slices of cheese. When this is b in pie crust, it is the famous Qu Lorraine.*

One of the first dishes which the recipe was in prin the 1600's was called blanc m (white food). This was not dish we serve under that n made of cornstarch, but mere custard made with almond m Cow's milk was a luxury then. mond milk is made by chop some shelled blanched almo putting them in a cloth, like a bag, and pouring water thr them. Coconut milk is made same way from the flesh of f coconuts. This is used instea cow's milk in the Malay State is called a Malay custard.

A CUSTARD with cheese is ally called a cheese dish. it is a custard just the same boiled custard may have its we in butter added to it. Then it comes one of the richest and delicate of dessert sauces kn Custards may be served with and cream, for a dessert. A mo mushroom, cheese or vegetable tard may be served with a v table salad and cold chicken ham. Without meat, it is a v tarian delight.

The custard results from power of the egg to thicken. E are also used to thicken cr sauces, for example, in the N burg and in some soups. T make a more delicate sauce the one thickened with a roux flour and butter paste).

The soufflé is another hard-w ing dish which may be either s or savory, as you wish. It is prize way of using leftovers. tle dabs of anything can be pu A soufflé must be eaten at o



but it can be prepared beforehand —or almost. Everything can be done, but whipping the whites of eggs, which must be whipped the last thing before the soufflé goes into the oven. It is easier to make wo or three individual soufflés han one big one.

Sponge cake (made with the whole egg), sunshine cake (made with just the yolks), and angel ood (with just the whites) are examples of the power of eggs to eaven food. Sponge cakes date rom the time before chemistry gave us baking powder which is ised to leaven butter cakes. Sponge akes are good accompaniments to lelicate desserts. They are also the asis for other dishes as well. *Petit fours* are sponge cake cut into ittle pieces and iced. Stale sponge ake, or lady fingers, is the basis of uddings, such as trifle, which is rich mixture of whipped cream, ustard, jam, nuts and liqueurs, nolded in sponge cake. Tipsy cake s sponge cake covered with boiled ustard, jam and sherry.

Yorkshire pudding, which the nglish serve with roast beef, is he same as a popover, only it is ooked in beef fat in the drip- ing pan. It dates from a time be- ore potatoes were introduced to Europe. Its continued use with potatoes is an example of the human propensity never to give anything up, even though superior variations are worked up.

Pancakes are used as the basis of other dishes. Leftover pancakes, for example, can be cut in strips and served in soup.

The waffle, which everyone thought was married to sirup and ham, is now stepping out with fresh strawberries and whipped cream.

The rosette should be better known. It is a thin batter, in which the rosette iron is dipped before being immersed in deep hot fat. The thin film of batter fries crisp, like a potato chip. It is then slipped off the iron and dusted lightly with powdered sugar. It is guaranteed to *make* any afternoon reception.

ALL of this has only scratched the surface of things which can be done with eggs. But it should give you the feeling that you can cope with any emergency so long as you have eggs in the ice-box. If you know a few good tricks with eggs, for every course, you'll never be caught without the perfect dish for every need.



VALUES so eloquent

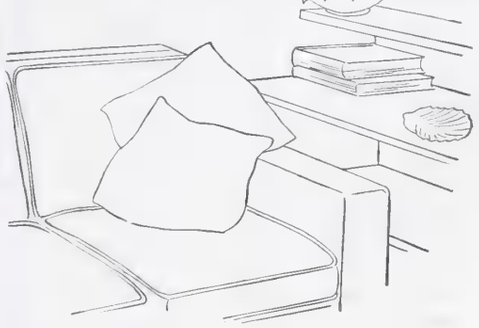
LAMPS and SHADES by Verplex

How right they are — winsome, modish gems of decor to smarten your every room.

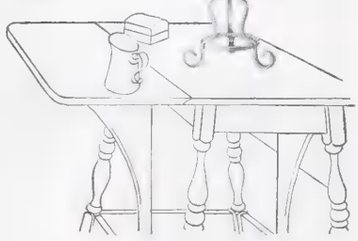




Perfectly placed on pleasing walls. Solid brass arm accented against smart matching colors in shade and bracket. Approximately $10.00.



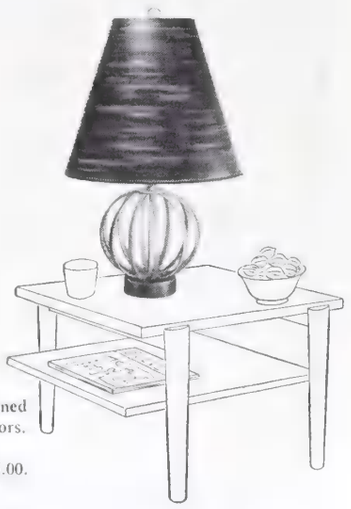




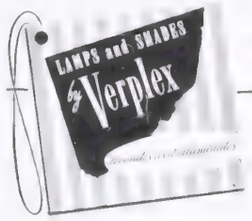
Planter lamp in graceful wrought iron. Antiqued white or verdi green. Complete with two matching flower pots. Approximately $15.00.



So rightly modern — bridge lamp tastefully styled. Selection of matching decorator colors in shade and stand. Approximately $11.00.



Wrought iron featured and fashioned to compliment welcoming interiors. Red, chartreuse on black base. Approximately $25.00.



TEMPTINGLY PRICED AT LEADING DEPARTMENT STORES— AND WHEREVER BETTER LAMPS AND SHADES ARE SOLD

THE Verplex COMPANY
at Essex, Connecticut



Will be a better home if built of

CONCRETE

YOUR dream home can easily bring you a lifetime of comfort and satisfaction if it is built with concrete foundations, walls and subfloors.

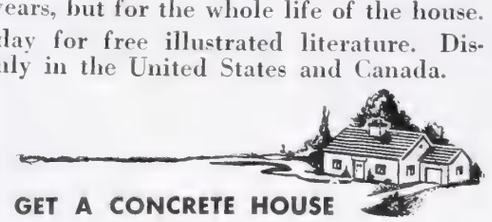
No matter what the size, architectural style or floor plan of your home-to-be, you can easily and economically have all the advantages of concrete construction.

A concrete home is warm in winter, cool in summer and clean and dry the year around. It brings you peace of mind, too, because it protects your loved ones and cherished possessions from fire. Concrete can't burn.

Best of all, first cost is moderate and upkeep is low. That means that your total out-of-pocket cost for your concrete home will be low *year after year.* You'll spend *less* to own a concrete home.

Concrete subfloors are the perfect base for any covering — hardwood, rugs, linoleum or tile. They are creak-proof, sag-proof and vibration-free — not for a few years, but for the whole life of the house.

Send today for free illustrated literature. Distributed only in the United States and Canada.



HOW TO GET A CONCRETE HOUSE AND WHAT WILL IT COST?

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house construction. They know conditions in your community and can answer your questions about plans and costs.

Take any plans or sketches you have obtained from any source to an architect. Have him show you how your home, regardless of architectural style, size or room arrangement— can be economically built with concrete walls and subfloors and a firesafe roof.

Architect-designed houses stay young longer.

PORTLAND CEMENT ASSOCIATION

Dept. A4-19, 33 W. Grand Ave., Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

COOKING AS AN ART

CONTINUED FROM PAGE 203

lish use beef fat for almost everything. In the form of suet it goes into pie crusts, dumplings, and puddings; and in the form of "drippings" they use it about as we do bacon fat.

Or you can add something for the purpose of changing the role of the dish in the menu. By varying it, by additions, you can make it a first course or a dessert course. Take the thin pancake; it varies from our not-so-rich breakfast version up to the divine blintzes using caviar and sour cream or smoked salmon, and then on to the sweet *crêpes suzette.* Yet they are all thin pancakes.

By changing the combinations of the ingredients that you use with shrimp, you can vary it from the discreet, understated dieters' dish of shrimp salad to the rich Shrimp *à la Newburg* (using cream, sherry, and egg yolks) and the almost-as-rich Shrimp *à la Marinera* (using olive oil, garlic and dry wine). If you cook these and other shrimp recipes only by rote, you'll never discover the many things you can do with this versatile shell fish.

NOW go a step farther and try *Principle Two: increasing the richness of a basic recipe.* So far, you have been working in a horizontal direction only. The food has been varied, either by changing the flavor or by adding something to the original. Now make a vertical change instead of a horizontal one. Vary the quality, the richness of the food itself. Take such a simple thing as junket, which is a nursery dish made with junket tablets, milk, and vanilla, with a dash of cinnamon or nutmeg on top. Substitute cream for the milk, sherry for the vanilla, and you have an elegant dessert.

There's still another way to get variety in cooking. Principle Two: Combine two or more recipes to form a brand-new effect. In short, mix several simple things to make a dish that is more elaborate or richer or differently flavored. I call it "compounding." This is widely done in all *haute cuisine* cookery which requires a lot of work. But it needn't, because there are many tricks of compounding that are simple. And you are already doing a lot of compounding without realizing it. For instance, when you use soup stock as a base for something else you are compounding. When you use ice cream as a base and top it off with fruit, sauce, syrup, or what have you, you are c pounding and call it a sun When you use cake as a base combine it with a variety of filli and frostings you are compound

With this principle of *add something* for variety, you make an elaborate dish by ting two simple ones together. ample: top hot gingerbread hot apple sauce made with br sugar (instead of white), and douse the whole thing with lots lots of whipped cream flavored sugar, rum, and lemon zests. (whole theory behind the us sauces is an example of this p ciple. Sauces were invented device to vary monotonous fo

SINCE you already do a lot compounding, why not deli ately extend the principle and t on things you haven't tried bef Particularly try it with re prepared, processed foods that l a lot of the work done for Then the task of compounding be greatly reduced. This is re the way to make the best us processed foods.

To grasp exactly what I m let's take the case of cranberri canned and bottled cranberri and see how much you can c pound with them. But to do t I'd like to ask you to "t through" cranberries, as you w need to do in order to be a ative cook.

With very few exceptions, suc a relish, cranberries cannot eaten raw. But even though must be cooked with a great of sugar, they have a tart, f bitter taste that clears the pa

That is why cranberries g well with a rich meat like tur But they also do for *cream* exa what they do for turkey, so can be used in desserts. They l an affinity for orange. The tast each is improved by the o Apple modifies them, so you ge taste of cranberries stepped d so that you can take it.

This is the philosophy be making up cranberry dishes.

They are an excellent illu tion of the use of canned f because the cooking that you to do at home is just the sam the cooking the canner SHO DO. This becomes the basis lot of cranberry dishes. So why use the canned product? Bes the canned product makes c berries a year-round food, w they really ought to be.

Here are 15 things you can do with canned cranberries, to compound them with other foods. Wherever I have specified "jelly" I recommend that you buy cranberry sauce and strain it, because it is not as sweet as the jelly.

The canners are trying to reduce the tart flavor in cranberry jelly because they want their product to be eaten alone. But I am using their product *with* something else to soften the flavor, so I want a brand that has as much tart flavor as possible. Here's what you can do with cranberries:

Jelly, egg whites, orange juice=SHERBET (CRANBERRY PARASADE)

Jelly, egg whites, gelatine=SHERBET OR ICE

Jelly, egg whites, gelatin, orange juice=SHERBET

Jelly, marshmallows, pineapple juice, lemon juice=CRANBERRY-PINEAPPLE SHERBET

Jelly, eggs, butter, orange, lady fingers, nuts=REFRIGERATOR CAKE

Jelly, hard sauce and beaten eggs=FOAMY PUDDING SAUCE

Jelly, hard sauce, scalded cream=CRANBERRY CREAM FROSTING

Jelly, cream cheese=CREAM CHEESE FROSTING

Jelly, sour cream=SOUR CREAM DRESSING

Jelly, French dressing made with lemon=FRUIT SALAD DRESSING

Sauce, apple sauce, grated orange rind=CRANBERRY APPLE SAUCE

Sauce, pie crust, dates, nuts=CRANBERRY PIE

Sauce, Ballard Biscuits, orange rind, nuts, butter=CRANBERRY NUT COBBLER

Sauce, Ballard Biscuits, butter (steamed)=CRANBERRY ROLY POLY

Serve with cranberry foamy sauce.

A salad of cream cheese balls, orange slices, with cranberry French dressing.

If you want to get a well-rounded idea of how to change flavor, increase richness and compound, read the egg article which starts on page 100. This survey of all the time-honored things you can do with an egg lists specific examples of all three types of principles.

Once you get the over-all principles clear in your mind, you can go on from there. But you must first think of the foodstuff itself, what its characteristics are, whether those characteristics need to be heightened or reduced. If you think in terms of the foodstuff, rather than in terms of the courses, you are well on your way to becoming a creative, inspired cook. Best of all, you are on your way to fun.

For the sheer delight of a rare wine...

...SERVE CRESTA BLANCA CALIFORNIA GREY RIESLING, a distinguished Varietal Wine made of shy-bearing Grey Riesling Grapes. Delicately soft and mellow in flavor, fresh, delicate fruitiness. Enjoy it soon, delight your guests. A LIMITED BOTTLING FROM CRESTA BLANCA WINE COMPANY AT LIVERMORE, CALIFORNIA.



Top honors at Los Angeles Wine Judgings, September, 1950



CRESTA BLANCA

Consistent Winner of Major Wine Awards Since 1889

A new beauty treatment **IN METAL**

Metal furniture with a natural rattan finish, designed by Lyman. Proportioned for comfort, modern in feeling—its unusual lines will add dramatic interest to your living room, porch or patio. Available in many fine fabrics.

by molla

Write for name of nearest dealer.

molla, inc. Dept. 8A 171 Madison Avenue • New York 16, N. Y.

THE ONLY REALLY NEW WINDOW IN CENTURIES!

The Fox-Made Gate City Picture Awning Window

Made of Protexol impregnated genuine white pine, it's dimensionally stable — and resistant to fire, rot and vermin!



The perfect way to enclose breezeways

Quickly - Economically

Never before — has one window contributed so much to further the beauty and comfort of modern living. The Fox-Made Gate City Awning Window achieves a perfect combination of charm and utility that will pay you these dividends in better living for years to come.

- **GREATER BEAUTY** Embodying the natural charm that only wood can offer, their graceful lines enhance the appearance of every building.
- **GREATER COMFORT** They're warmer in winter — with precision-built storm sash, and pre-weatherstripped for double protection. And, they're cooler in summer — affording complete 100% ventilation to scoop up to twice the amount of fresh air into the home—with uniform, draftless air movement.
- **GREATER CONVENIENCE** A simple turn of the handle tilts all sashes out horizontally to any degree — the tilt keeps out the rain. They can be washed easily from within the home . . . and screens and storm sash are also applied from within.
- **GREATER SAFETY** Fox-Made Gate City Awning Windows *lock* in position when open, protecting children from falling out — and intruders cannot enter.



FREE . . . A colorful booklet packed with helpful tips on Window Planning.
Send this coupon for your copy today!

FOX BROS. MFG. CO.
2771 Sidney St., St. Louis 4, Mo.

Please send me a copy of your Modern Window Planning Guide.

Name.....

Address.....

City.....Zone.....State.....



PANTRY SHELF NEWS

By Julie Polshek

Liquid extracts of herbs and spices, though widely used and greatly favored by commercial food processors because of the stability and dependability of their flavoring strength, are virtually strangers in home kitchens and on retail store shelves. Not so from now on, however. An assortment of 18 of these same commercial extracts, produced by an eminent purveyor who serves only commercial users, have been made available for home use by Vanguard Associates. They're the people responsible for the Savorizer (October 1950 Pantry Shelf News), the worthy "pressure gun" that many of you know personally, conceived to infuse seasonings into meat and fowl. Their quest for liquefied "ammunition" to aid and abet Savorizer's service obviously instigated the launching of Savorizer Liquid-Spice Concentrate. (A list of the 18 basic seasonings and six especially formulated Savorizer blends for meat and fowl that comprise the group appear at the end of this treatise.)

For now, let's view those aspects of the extracts that concern their flavoring service, whether used as an adjunct to the Savorizer or dispensed spoon-wise for general cu nary wants. What better startin point than their remarkable, tru to-fresh aroma and flavor? The fa that the pure spice or herb in i natural form starts the ball ro ing is mighty important, of cours but the processing method used extract and stabilize its volati oils and flavor gums plays no sma part in the high caliber of the concentrates.

It's easy as a-b-c, with these e tracts, to gauge and control th ultimate flavoring results. Thoug they tarry on the pantry shelf fo ever so long, their strength an flavor don't diminish. And the there's their ability to immed ately impart their flavor and diffus it with dispatch throughout th food. Take it easy until you lear their seasoning strength: a mite the concentrate goes a long wa

This story wouldn't be comple without a word on the notab teamwork of Savorizer and Savo izer concentrates. With these e tracts on the horizon the Savorize really comes into its own. Let demonstrate, in company with i extract allies, the high worth

(*Continued on page* 218)





We call this Salterini furniture "Beauty That Lasts" because it is made to last. It's expensively electro-plated because only in that way can we afford to guarantee it for six years. No one—anywhere—protects wrought iron in this manner. So look for the NEVA RUST* seal on every piece you buy. That way you're sure it's Salterini; that way you're sure of "Beauty That Lasts."

Salterini

510 East 72nd Street • New York 21

BACKGROUND — Italian Modern Dining Group: Table, E1511, $180; Arm Chair, E1712A, $57.50; Side Chair, E1712, $50; Console, 1521C, $100. FOREGROUND — Sid-out Seating Group: Nest of Three Tables, O526, $47.50; Loveseat, O668, $70; Spring Chair, O666, $47.50. Available in 8 exclusive finishes at select stores everywhere or through decorators. All prices approximate retail.

Salterini NEVA-RUST
GUARANTEED AGAINST RUST FOR 6 YEARS

It is not genuine Salterini unless each piece bears this seal.

*Reg. U. S. Pat. Off.



Color Highlight

of the Carpet Fashion Opening!

From April 2nd to 12th, the official Carpet Fashion Opening, your floor covering dealer will have on display the new carpet fashions for 1951. Townley Cotton Broadloom by Artloom will shine out as the color hit of the show!

14 stunning decorator shades . . . with jewel-like depth and intensity . . . enhance Townley's sumptuous, sophisticated texture — soft, deep, and smart. Townley is a genuine, cotton broadloom woven on real carpet looms . . . with a serviceable, lush, woven-in pile . . . and plenty of cling-to-the-floor heft. Any size, including wall-to-wall. An amazing value at $9.95 per sq. yd. (price subject to change).

Send 10¢ for profusely illustrated, colorful booklet, "Color Magic for Your Floors," packed full of decorating ideas.

Artloom Carpet Co., Inc., 295 Fifth Ave., N.Y. 16, N.Y., for over 65 years, weavers of fine wool carpets for every decorative requirement, in all price ranges.

Woven by ARTLOOM

TOWNLEY Cotton BROADLOOM



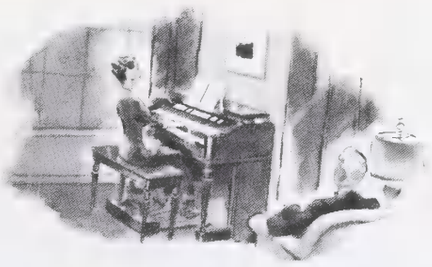
ou seldom can fill more than four to six inches over roots of a tree t ut killing it. Reason? The roots have already found the right h for good aeration. Filling too much smothers them—or forces e ree to grow a fresh set of roots closer to new ground surface c can breathe. Here, the raised board retains original grade at the b of the tree—the point at which you should apply plant food.

How to cope with the change of grade around a tree

PHOTOGRAPHS BY MAYNARD PARKER



clude a paved and shaded "relaxing" corner in your garden plan hout damaging your favorite tree. The concrete can be poured to the base of the tree if you leave enough room for the trunk xpand. But don't fill or pave the area beyond the drip line rcle on the ground parallel to circumference of longest branches) use breathing and drinking parts of roots start at that point.



It's new, it's a Wurlitzer, you can play it!

New Wurlitzer home organ
with 1000 different tonal effects



So easy to play you can teach yourself from this book...

Music of the masters, or music of the moment—play either, play both on this new Wurlitzer Organ. Even if you've never played an organ before, you'll find this one easy to "get on to." A new book shows you how to start right off with simple tunes. Your Wurlitzer Dealer has it now.



Solo voices...
blended harmonies...
majestic full organ...

Let your hands wander over the keys—and listen! There's the voice of the clarinet, the fife, the French horn, the piccolo. Now you hear the harmony of diapason and strings—a multitude of tonal colors that puts new fun in playing and new joy in music.

Built in the tradition of the "Mighty Wurlitzer," this new Wurlitzer Organ is *complete*—a musical instrument the whole family can enjoy. Two full 61-note keyboards for your fingers. A 25-note pedal keyboard for your feet. And fully equipped, ready to plug in and play, it's the lowest-priced standard two-manual organ you can buy.

WURLITZER
World's Largest Builder of Organs and Pianos
Under One Great Name

Mail Coupon for

The Rudolph Wurlitzer Company
Dept. H, North Tonawanda, N. Y.

Yes, I'd like to know more about the New Wurlitzer Organ and Easy Course Booklet. Please send me full details.

Name_____

Street_____

the Laundry that got "LOST" in the Bathroom!



BLACKSTONE *Automatic*

WASHER AND DRYER

require only 54 inches of Wall Space

Not only is the Blackstone Combination Laundry outstanding from the standpoint of functional superiority, but its adaptability installation-wise is really without parallel.

Here the architectural team of Wurster and Bernardi have designed an 8′ x 10′ Apartment Bathroom-Laundry utilizing the Blackstone Automatic Washer and Dryer in company with the finest and most modern bathroom fixtures. The result, though perhaps startling to the unimaginative planner, is a brilliant example of superlative functional design.

No other home laundry appliances could possibly have accomplished this effect. Write for literature or see your nearest Blackstone dealer.

Blackstone Corporation, Jamestown, N. Y.

BLACKSTONE

World's Oldest Manufacturer of

HOME LAUNDRY APPLIANCES



I'm just a bird who can't gild his cage

By Paul Murphy

Are you a householder who can fix anything? Does an ailing three-way switch hold no terrors for you? Can you look at the parts of a dissembled electric iron spread out on the table before you and not blanch? Then the difficulty of getting an electrician, plumber, or carpenter probably isn't bothering you very much and serves only to whet your feeling of self-reliance.

If you are one of these lucky people, then I don't swim in your school of fish. I can't even put a food grinder together without some complication cropping up.

Not that my wife hesitates to call on me for any of these odd jobs, however. In fact, she never hesitates to allot any piece of work to me, no matter how technical. I suppose her confidence and refusal to accept the fact that I'm not exactly a success as a handyman keeps me tackling the things.

The manner of her approach usually follows a more or less set form which is easily recognized, and should by this time set my protective mechanism in motion. But I'm slow on the uptake and miss the opportunities which appear in the early stages. Usually at some auspicious moment, such as a good dinner when I am often cheerful frame of mind and my tellect is a bit dulled, she will proach and set her snare.

"Honey," she will say to me ually, "you know tomorrow is afternoon off. Have you anyt planned in particular?"

At this point and after all t years. I should be able to recog these danger signs and flip some fast answer that sounds pl ible but concerns something th can get out of, if this proves t a false alarm. Instead I bleat witlessly, "Why no. I haven thing to do."

"That's fine," she contin springing the trap. "Because t are a couple of little things I w like to have you do. They'll you only a few minutes."

I'm caught and we both kno In her mind's eye I dangle pre on the end of the hook. All I hope for now is that these "l things" will prove to be somet short of resetting the furnace moving a partition. In the ma of a fish realizing he is caught making a beautiful leap right the boat, thus ending the game

flourish. I answer flippantly, Okay, Baby, your slightest wish my command. Name your poison." "Well then," she says, "first, I ant you to move that mirror from e upstairs hall down to the living om. You know there's no place wnstairs we can see to put our ts on."

I point out that I have put my t on for years without the aid a mirror, implying perhaps too btly the superiority of the male x. This remark she chooses to nore, pressing the main issue. nd then, after you get that done, wish you would fix that leaky ucet in the bathroom."

OW when you consider it, these little things shouldn't really take ich time. I can do them and still ve most of the afternoon left. e mentally allots ten minutes for em. I, more reasonably, expect em to take an hour's time. Actally, the job will probably take all afternoon, because while I'm etty fortunate in most things (I s lucky in love and can do pretty ll in a card game) yet, let me kle one of these household tasks matter how minor, and trouble ll roll up on me.

Nevertheless, I'm game, and the xt day gather together all the tools I own to start the work, not because I think I will need them all, but because when I get into trouble, as I am likely to, I want what I want when I want it.

Of these two stints, the mirror hanging sounds the easier. An invariable rule with me is to start the easier job first, because there is always a chance that something will happen to cut short my suffering. We've had friends drop in unexpectedly, halting my efforts as a handyman and granting me a reprieve of weeks and even months from the nastier half of a brace of "little jobs."

Consequently, I start with the mirror. When I get my tools laid out on the floor and the heavy mirror leaning against the wall, I inquire of my wife, "Now, where do you want it?" With accuracy and decision admirable in most any other situation she goes to the wall, places the tip of her finger on an exact spot.

"Right there," she replies in a tone that allows no alternative.

"But, Dear," I remonstrate, "this is a heavy mirror and the screw which is to support it must go into a stud."

Indulgently, as though giving in to a petulant but lovable child, she

(*Continued on next page*)



exciting

new sectional cocktail table

Beauty as old as the Orient — in a group as smartly modern as tomorrow. Here is the finest expression of functional modernism. Use the four-in-one table as an expansive square, a fabulously long, in-line table, an "L"-shape or as separate tables. Decoratively and practically they do more for your room than any piece or group you can own . In oak or mahogany, carefully worked, beautifully hand-finished

SPRINGFIELD FURNITURE WORKS, INC.
SPRINGFIELD, OHIO
MANUFACTURERS OF OCCASIONAL FURNITURE AND DINETTE SETS



Our Smartest Move... We Selected

B&G *Hydro-Flo Heating**



Radiant sunny warmth . . . constant comfort

Nothing in your new home will give you more enduring pleasure than the *right* kind of a heating system. For a lifetime of satisfaction, install B & G *Hydro-Flo* Heating . . . hundreds of thousands of homes today are enjoying the benefits of this modern comfort-maker.

B & G *Hydro-Flo* Heating is a *forced hot water system*—noted for marvelously accurate control of temperature and for fuel economy. Whatever the weather, B & G *Hydro-Flo* Heating delivers just the right amount of *radiant* warmth to keep your home supremely comfortable. No wasteful overheating—even in fall and spring, when only a little heat is needed. And you have a choice of radiators, baseboard panels, convectors or *concealed* radiant panels.

Besides all this, you'll never have to skimp on hot water for kitchen, laundry and bath. The Water Heater of a *Hydro-Flo* System furnishes all you can use, not just in winter *but all year 'round!*

All the facts on B & G *Hydro-Flo* Heating are given in a completely illustrated, 4-color booklet. Send for your copy.



Always plenty of low-cost hot water with B & G *Hydro-Flo* Heating.

BELL & GOSSETT *Reg. U. S. Pat. Off.

Dept. BZ-30, Morton Grove, Ill.

Please send your free booklet, "Capture the Sun with B & G *Hydro-Flo* Heating."

Name .....

Address .....

City ..... *Zone* ..... *State* .....

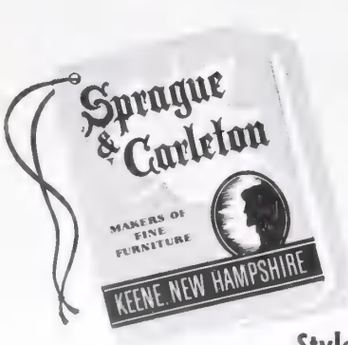


Sprague and Carleton give You their new

HEARTHSTONE GROUP



With its warm and delicate grace of authentic design, HEARTHSTONE is destined for the home where contentment dwells—where the family appreciates the luxurious comfort of America's most beautiful Maple. You will say, "I never sat in so comfortable a piece of furniture!" This new group includes the loveseat, armchair and platform rocker pictured above—also (not shown) the three-cushion settee. Notice how beautifully HEARTHSTONE harmonizes with the new colonial bookcases as well as the butterfly drop-leaf end tables and the commodious magazine rack illustrated. See the HEARTHSTONE group, and other new Sprague and Carleton colonial styles, today at your favorite Furniture or Department Store.



LOOK FOR THIS TAG on each piece of Sprague and Carleton MAPLE—it identifies the authorized Sprague and Carleton dealer, and contains helpful information about Solid Rock Maple.

Styled and Built in Solid Rock Maple by

Sprague & Carleton

OVER HALF A CENTURY OF AMERICAN CRAFTMANSHIP

KEENE, NEW HAMPSHIRE

I'M JUST A BIRD WHO CAN'T GILD HIS C

CONTINUED FROM PRECEDING PAGE

lets me argue her into granting me five or six inches leeway. My method of locating a stud has a sound basis. One can tap along the wall lightly and tell by the sound of the hammer when it is over a stud. The hammer should go, "woop, woop, woop, woop, wup." The "wup" is a flat sound instead of a hollow "woop" and marks the spot over the stud. So I tap along the wall in the general area, but I can't find a good "wup." I get as near as "woup" and then it goes back to "woop." However, I settle for the most "wuppish woup" I can get and drive in a small trial nail. After penetrating the plaster, the nail meets about as much resistance as is met in pushing an ice pick into warm butter.

I NOW try a longer nail, going on the theory that if I use one long enough I'm bound, eventually, to hit something. This method has its practical limits, however, and after a four-inch nail does nothing but send a little loose plaster rattling down between the partitions, I move over a couple of inches and drive another nail. No luck. Shifting another inch, I try again with the same result. The wall begins to take on the appearance of our maple tree when the Yellow-Bellied Sapsucker got through with it last Spring. In desperation I try once more, moving the other way and here strike something approaching hardness. By this time I'm willing to settle for anything, and salving my conscience by using an extra long screw, I am pleased and relieved when it supports the mirror and covers the mutilated wall.

No lucky accident or interruption appearing on the scene, I shift my theater of operations to the site of the leaky faucet. This job, the way I do it, takes the entire family. My wife is stationed in the basement at the meter to turn the water off and on, as I try this and that to remedy the leak. I, of course, am at the faucet where the actual brainwork is to be done. My twelve-year-old plays a roving position somewhere between us to act as a carrier of messages (deleted) and to bring up the box of washers which I have overlooked in my elaborate massing of material.

Our box consists of many sizes of washers. Those too large and too small, and those of the right diameter but too thick or too thin.

The water turned off, I first loosen the small screw at the top of the faucet and revolve th dle. This step is not actually sary, but if I have to put i together again unfixed, a sit which is not altogether un in our family. I can at least the handle, which helps to sa self-respect and results in a feeling of accomplishment.

The shaft of the faucet li without a struggle: even the which holds the old washer end of the shaft comes out Inspired by my good fortun lect a washer which appears exactly the same as the ol install it and reassemble it shank, tighten it down and my boy scurrying down t Mama to turn on the water. drop leaks from the faucet. I turn it on, but still no comes out. Now I'm getting results! The washer is eviden thick, and hastily unscrewin put on a thinner one. I for send out a message to turn water, which results in a dr sleeve for me and a sprinkle for the bathroom. I yell do my wife, "Turn off the w Turn off the water!" cuttin the middleman. My wife hea anguished cry and runs to s off. This done, I remove th and substitute a thinner w With the water turned on ag runs fine but won't turn off.

SO, AS time goes by, I thicker washer, a thinner larger, a smaller. I split build one up, and finally su by using the old one with a string wound around the between the washer and its

The only one who comes this with a clear-cut sense of faction is my young son w deeply gratified at its being sary for him to stay up an past his regular bedtime.

Albeit, a good supper re my dampened and depressed s My wife comes and sits on th of my chair and says affection "It's certainly nice to have a band who is handy aroun house."

"Yes," I acknowledge, expa under the praise even thou know it is a trifle unwarrante may blunder around a bit but things done. Thank heaven, th I've got nothing lined up for Saturday—not a blessed thin

"How nice," she coos softly brightening. "Well then, ther a couple of little things. . .

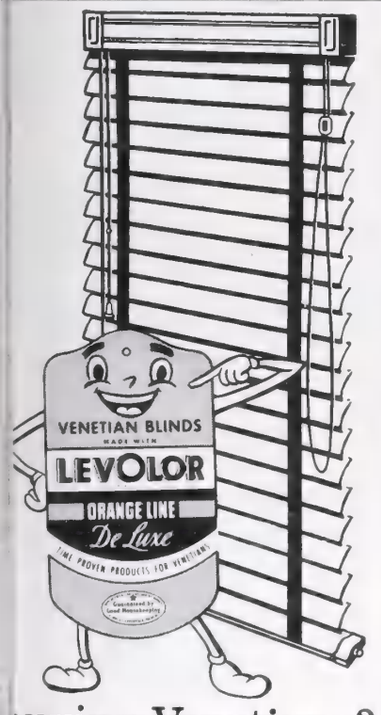
Need wall space...
use Sterling HARDWARE
SLIDING DOORS



rs. M. found she could ave extra room for rniture by using iding doors on fine Sterling HARDWARE ach hinged door wastes out 7½ sq. ft. of space.)

Whether you are building or remodeling, your home can be more attractive, more livable when space-stealing hinged doors are eliminated. Sliding doors mounted on smooth-gliding Sterling ardware make your home smart, ractical and modern.

say Sterling HARDWARE
to your architect, builder or dealer
STERLING HARDWARE MFG. CO. 2341 Nelson St. CHICAGO, 18



buying Venetians?
look for this tag!
..it identifies easy-to-clean Vene-ans with smart, plastic-coated slats. hey will give years of satisfaction nd window beauty because they're uilt from parts supplied by EVOLOR.
ook for the LEVOLOR tag
...to find the finest in Venetians!
Copyright 1951 Levolor Lorentzen, Inc.
391 West Broadway, New York 12, N.Y.

Cleanliness is *not* next to godliness

Cleanliness — real, antiseptic cleanliness — is next to impossible. So why knock yourself out?

by Agnes Rothery

Women of the world, arise! *Arise*, slaves of the broom! Let us band together against the perfectionist who puts us to shame. Let us not envy her invisible windows, her glittering crystal and dazzling silver, her closet shelves clean enough to set a meal on.

Let us organize the ESWWHAM-C&IWEHLF (Enlightened Society of Women Whose Houses Are Moderately Clean and in Which Everybody Has Lots of Fun). Our Society will endeavor to spread the Word and make zestful, *living* human beings out of those automatons, the Dirt Fanatics.

I know of a woman who always dreamed of giving her daughter a beautiful wedding reception at home. In preparation for the happy day, she had her large house thoroughly renovated to the last detail. But when the workmen were finished, everything looked so unsullied and lovely she could not bear the thought of a thirsty crowd traipsing through the place. The reception was held elsewhere.

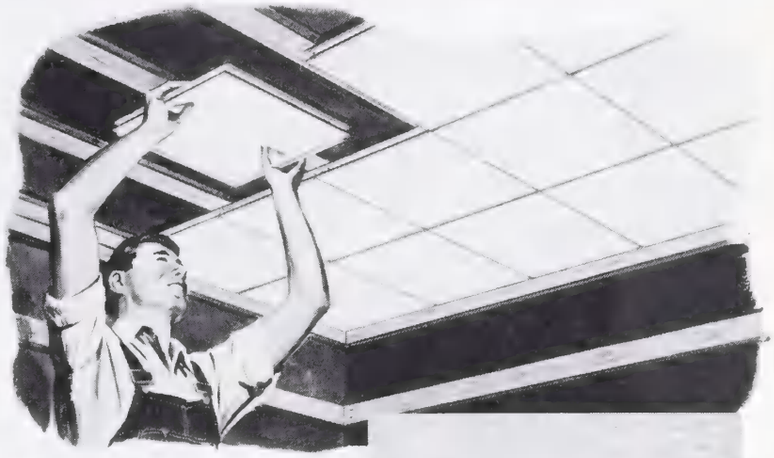
Another sad case is the woman who lives alone in an apartment—denying herself the companionship of a dog or cat. All she can think of is the hair on the rug, the paw print on the floor, that awful scratch on the door. This poor gal is making herself poorer, not richer.

Real cleanliness is expensive. It costs plenty of hot water, soap, elbow grease, and time. You need a vacuum cleaner, a waxer, cleaners for wallpaper and lampshades, special liquid for windows, metal polishes, scouring powders, disinfectants, and a regular slew of clean rags and funny-looking brushes.

Even if you can afford to buy somebody else's elbow grease and time, your privacy is shattered by a never-ending stream of window-cleaners, laundrymen, drycleaners.

(*Continued on next page*)

You can REMODEL *and* BUILD
inexpensively with Johns-Manville Decorative Panels and Plank!



The "Home Idea Book" tells how you can install pre-decorated J-M Panels and Wall Plank over cracked ceilings and walls, or build extra rooms at low cost. *Instructions on request* (see coupon).

Without fuss, the room is quickly ready for use—all new, stunningly beautiful! J-M Panels and Plank come in soft, pastel colors. Grooved-edge *Lightning Joints* conceal all nailing or stapling.



Our new "HOME IDEA BOOK" tells how...

This fascinating, 64-page "Home Idea Book" in full color portrays "a generation of ideas for better living."

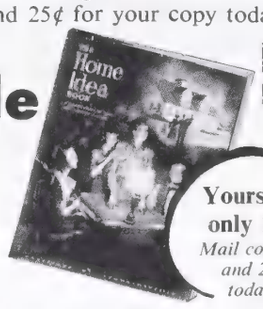
It covers interior remodeling with a wealth of easy-to-follow suggestions—ideas for "doing over" unattractive ceilings and walls . . . ideas for kitchens and bathrooms . . . ideas for extra rooms in attics and basements. It tells how you can build, insulate, and decorate, all at the same time, with *J-M Insulating Board.*

The book covers exterior remodeling, too, with many "before and after" illustrations. It tells about *Smoothgrain Asbestos Siding*, the newest fireproof siding which cuts down upkeep and makes old homes look like new. It contains recommendations on roofing problems, with full-color illustrations of *American Colonial Shingles*, the most beautiful low-cost asbestos roof J-M has ever developed.

It explains how *J-M Rock Wool Insulation* can make your home up to 15° cooler in hottest summer . . . save you up to 30¢ on every dollar you spend for fuel, every winter! It shows new house designs, points of good construction—dozens of stimulating ideas! Send coupon and 25¢ for your copy today.

Johns-Manville

JOHNS-MANVILLE JM PRODUCTS



64 pages in full color . . .

Ideas for lovely new interiors! Ideas for extra rooms in attics and basements! Ideas for kitchens, bathrooms, exterior remodeling, new home designs, many other features!

Yours for only 25¢
Mail coupon and 25¢ today!

I am considering
☐ Remodeling; ☐ Building

I am interested in:
☐ Decorative Panels and Plank. ☐ Please send Instruction Sheets.
☐ Rock Wool Insulation
☐ Asbestos Roofing Shingles
☐ Asbestos Siding

Johns-Manville, Dept. HB-4, Box 290, New York 16, N. Y.
Enclosed find 25¢ in coin or stamps, for which send copy of your new "HOME IDEA Book."

Name_____
Address_____
City_____ State_____

("Home Idea Book" not available for Canadian distribution.)

Peerage

In famous "Peerage" brass a group of lovely planters to make indoor gardens of striking beauty.

Look for the famous "Peerage" trademark. This imported English brass has an exclusive hand rubbed finish which is lacquered to prevent tarnish and requires no cleaning.



Footed jardiniere, 8" high, 7¾" diameter. $7.40

Footed oblong planter. 14" x 6". $12.80

Hanging planter, 7" diameter, complete with bracket and 16" chain. $13.20

All pieces have graceful embossed grape design. Other designs and sizes are available.

Prices are approximate. Send for booklet and your dealer's name.

S. P. Skinner Co., Inc.

225 FIFTH AVENUE, NEW YORK 10, N. Y.

Sole Agent and Wholesale Distributors in U.S.A.



Flanked by handsome PC Glass Blocks, this entrance actually "breathes" hospitality. At night, too, the inside illumination streams through the glass blocks like a welcoming beacon. Why not give your home the benefits of PC Glass Block panels? They admit abundant daylighting; add smartness and cheer. Besides, their high insulating value helps control inside climate—keeps your home more comfortable, in winter and summer. And PC Glass Block panels save you money. They eliminate periodic repairs, painting and puttying, reduce heating and air-conditioning costs, do away with storm windows. Write today for full details to Pittsburgh Corning Corporation, Dept. VV-41, 307 Fourth Avenue, Pittsburgh 22, Pennsylvania.

PITTSBURGH PC CORNING

GLASS BLOCKS

The mark of a modern home

Distributed by Pittsburgh Plate Glass Company, by W. P. Fuller & Co. on the Pacific Coast, and by Hobbs Glass Ltd. in Canada

CLEANLINESS IS NOT NEXT TO GODLINESS

CONTINUED FROM PRECEDING PAGE

and miscellaneous scrubbing-brush-wielders. Indeed, even for the very wealthy, absolute cleanliness is a debatable luxury. If you are less than very wealthy, you have to do the work yourself. And being captive to a mop can make anybody a little lopsided.

A clean room is such a fleeting thing! Within 24 hours there's a film on everything. Within a week there's fluff under the beds, grit under your feet, white rings on the kitchen linoleum, black rings around the plumbing.

A lived-in house is like a lived-in body. It is perpetually wearing out, getting soiled, banged up, shabby. It has to be perpetually repaired, washed, and freshened. We all enjoy a well-groomed woman, but not one who spends every waking moment with her calories, creams, and cosmetics, her masseuse and her hairdresser. Likewise the Dirt Fanatic.

Next time you find yourself emptying an ash tray the moment it's used, stop and count to 100. Next time you catch yourself plumping up the pillows almost before your tolerant spouse has got up from the sofa, count to a *thousand*.

Pillow plumpers and ash-tr emptiers need lots of indoctrin tion before they can join *our* ciety, the ESWWH—etc.

You hear a lot of wishful hot on all sides these days: About t flatware-of-the-future that will nev get dull, the lavatory that will nev look as if it has measles, the flo you'll flush with hot water merg by turning a valve. The house th will keep itself clean. The hou that won't get dirty in the fi place. The intelligent commun that will *not* fill up the atmosphe with smog and soot.

To all these dreams we say u huh. They're pure escapism. Y and I must cope with conditio *today*. And there's only one way keep your head above water: Do polish your floors till they glea like a lake in the moonlight. W wants to skid around on polish floors anyway? Don't waste yo time with a brass door-knocker th doesn't shine like a searchlig Don't worry about little fingerpri on white woodwork. Let the ki climb around on the furniture. I 'em know that they live in th home, and not in a surgical wa

In the last analysis—what's dirty about dirt, anyway?

PANTRY SHELF NEWS

CONTINUED FROM PAGE 210

infusing seasonings directly into the meat muscle so the juice channels can pick them up and diffuse them, and you'll never settle for less. That goes, too, for Savorizer's disbursement of basting liquids, tenderizers, and monosodium glutamate. (Liquefying it for the purpose is a simple matter.)

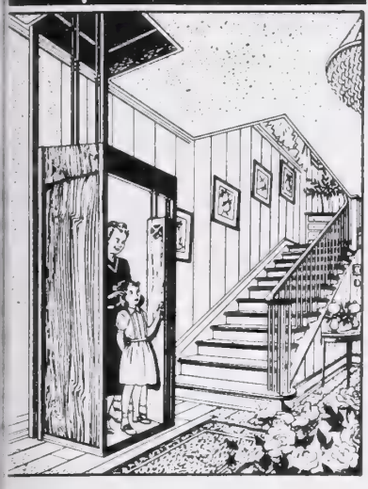
Any six varieties of Savorizer Liquid-Spice Concentrate you choose (tarragon, black pepper, sweet basil, marjoram, mace, thyme, rosemary, sage, celery, fennel, clove, bay leaf, allspice, nutmeg, cinnamon, ginger, coriander, turmeric) cost $3.60 postpaid. Assortment of three of the blends, for roast ham, roast beef, lamb, roast pork, roast turkey, and Bar-B-Q-ing, $2.10. The Savorizer itself costs $2.50. All from Charles & Co., 340 Madison Ave., New York, N. Y.

The makers of Py-O-My mix have a commendable flair for tra blazing, aside from their very ski ful way with the mixes themselv

The case in point is their lat product, Pineapple Upside-Do Cake. It's an additional item sim lar to the innovation they launch in Py-O-My Blueberry Muffin Mi to wit, providing the fruit call for in auxiliary canned form the cook to merge with the rea mix after it has been convert into batter.

The canned portion of the n two-part cake-mix packet yields thick, sirupy mixture of bro sugar and crushed pineapple a cherries ready to spoon into t three tablespoons of melted but or margarine that you provide it in the bottom of the baking ut sil. Readying the package of d cake-mix to join the topping ta

Why climb stairs?



The SHEPARD HomeLIFT is the practical solution for any member of the family who cannot or should not climb stairs. Safe, easy to install and operate, and moderately priced. Representatives in all principal cities. Write for descriptive bulletins.

SHEPARD

THE SHEPARD ELEVATOR CO.

5003-D1 Brotherton Road
Cincinnati 9, Ohio

WINKLER

LP* OIL BURNER

CUTS FUEL BILLS UP TO 1/2



REPLACE YOUR OLD BURNER NOW!

LOW PRESSURE

CLOG-PROOF NOZZLE



GUARANTEED 10 YEARS

n't wait 'til winter strikes again. Make pro- ion *now* for the most economical heating u've ever had—*install a Winkler LP* !* Own- report fuel savings as great as one-half . . . many cases costs less than hand-fired coal. This completely different and much more cient *low pressure* burner features a non- gging nozzle which permits *exact sizing of the ner to the heat requirements of your home!* es heat usually wasted up the chimney— s service costs.

The Winkler LP* efficiently burns all grades domestic fuel oil—even catalytic oils which inarily cause nozzle trouble.

end today for literature—see how the LP* ner can stretch your fuel dollar!

S. MACHINE CORPORATION

Dept. Y-41, Lebanon, Indiana

scarcely more time than melting the shortening. It has a special knack of merging with the water you add and beats quickly into a smooth, fluffy batter. The finished cake is ready to be borne tableward for serving within a half hour after you whisk the packaged mix off the pantry shelf. Deliciously flavored, just the right amount of sweetness, and with an airy butter-cake texture.

Perhaps, you'll want to try out a couple of my garnishing ideas that met with high favor. One is a sprinkling of light rum over the inverted cake on its departure from the baking utensil. The other, adding a spoonful of Zeste Morestin, the burnt-sugar concentrate I told you about a while ago, to the whipped cream you use for garnishing. I vote for merging the two ideas. The rum and Zeste Morestin complement each other and the cake to perfection. Four of the Pineapple Upside-Down Cake-Mix packets (each yield an 8-inch cake) cost $2, from Christina Co., 129 Lexington Ave., New York, N. Y.

Hickory-smoked ham, boneless and precooked, mind you, is a pantry shelf candidate, sure to win a landslide vote, especially when its flavor and all-round goodness is of the high order you'll find in the Ferris Hickory Smoked Canned Ham that Stahl-Meyer introduced recently. Just enough sweet hickory smoking to enrich and add zest to the ham's natural flavor. The choice flavorsome cut used is fine-textured, and tender and juicy as one could ask for. You'd never guess its canned origin. Firm as can be, too; a virtue when it comes to easy, trim slicing. The absence of bones matters greatly also on that score. The can's content is skinless, sliceable meat from end to end.

For hot serving, it needs only 10 minutes to the pound for heating; then a 15-minute return engagement to the oven after you score, clove-stud, and glaze the ham. Also, you can bake half and reserve the other half for broiling, ham steaks, or cold cuts.

There's a 4¾-pound pack to suit small families at $5.98; also a 6½-pound one at $7.79. Can be ordered from Bloomingdale's, New York, N. Y.

You won't want to miss a booklet of 150 delectable recipes, titled "Recipes Royale," that's on the horizon. The recipes are all that the title implies. And all yours for the mere sending of a card or note

(Continued on next page)

UNITÉ *French Provincial bed*



Fashioned from genuine fruitwood, finished in antique French walnut, and carved in the manner of the period, the Unité bed captures all the grace and charm of authentic French Provincial. At better furniture and department stores. Send three-cent stamp to Dept. B for booklet.

UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

Sleep like a Queen



OSTERMOOR SINCE 1853

You'll awake with a happy, healthy zest for life—buoyed up by the supreme night-long comfort of Ostermoor's hand-crafted Mattress and Box Spring! For the sleeping qualities of an Ostermoor are as famous as its century-old name! See your Ostermoor dealer. Ostermoor & Co., Bridgeport 4, Conn., Chicago 16.

Make yours an

OSTERMOOR MATTRESS®

AND BOX SPRING

America's Quality Mattress for nearly 100 years



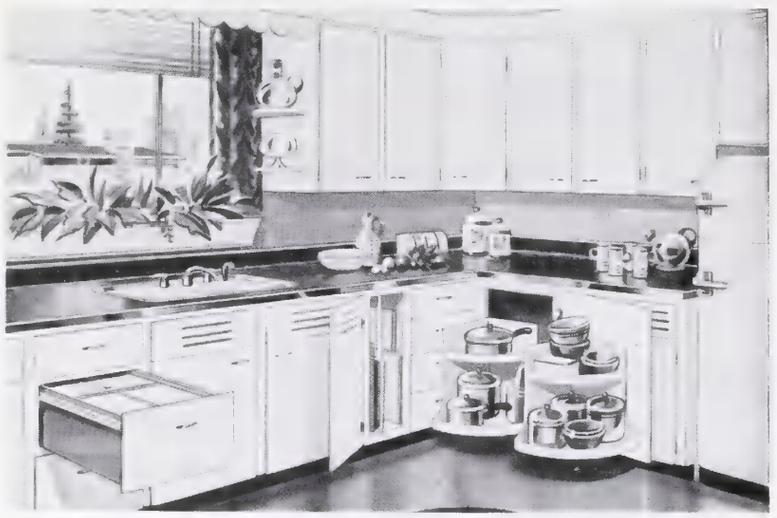
COLONY COURT Furniture

Available in Leading Furniture and Department Stores.

TABLE BY COLONY TABLES, INC.

OUR FORTY-FIFTH YEAR

by GLOBE HIGH POINT NORTH CAROLINA



a thrilling adventure— *in home-making*

DISTINCTIVE FEATURES INCLUDE

Finely fashioned hardwood cabinets in lovely Flo-Line styling . . . personalized planning . . . doors with cushioned silencers . . . drawers that open and close easily . . . solid shelves for fine tableware . . . choice of 4 soft, restful colors . . . scores of work-saving accessories.

Few experiences compare with the thrill of owning a Kitchen Maid kitchen of friendly wood. Skillfully planned to meet your needs, and your budget, it is the magic key to a new world of leisure. The beauty, warmth and delightful convenience are a never ending joy. See your dealer soon. Send 10 cents for helpful planning booklet with model kitchens in color.

Look for this sign in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.

KITCHEN MAID FIRST AND BEST IN KITCHENS

The Kitchen Maid Corporation
214 Snowden St., Andrews, Indiana
Send colorful booklet with 10 beautiful kitchens and plans. I enclose 10 cents for handling.

Name_____

Address_____

PANTRY SHELF NEWS

CONTINUED FROM PAGE 218

to the address that follows. It would be worth paying for. Many of the recipes were created by Dione Lucas of Cordon Blue and television fame; many others she gathered from famous chefs here and abroad. The distinguished group includes both easy and elaborate recipes, recipes for both simple and sophisticated dishes. Canapes and appetizers, soups, cheese and egg dishes, vegetables, main-course fare, sauces and sweets are all represented. Every recipe, it's interesting to note, uses one or more dairy products, for the booklet is the joint offering of the American Butter Institute, National Creameries Association, and National Milk Producers Federation. They're certainly to be complimented on the booklet, as well as the imaginative and interesting manner in which they've thrown the spotlight on the use of dairy products. The booklet is available from any one of the three associations named. Their addresses, in that order, are: 116 N. Franklin St., Chicago 6, Ill.; New York Building, St. Paul 1, Minnesota; 1731 Eye Street, N. W., Washington, D. C.

And speaking of recipes, although from another source, I've just learned of the existence of a group of recipes for the Shelter Island Oyster Purée that I praised so highly two months ago. Those of you who've added the purée to your pantry shelf family will certainly want them. A note to Shelter Island Oyster Co., Greenport, Long Island, N. Y., will bring them along in short order.

If there's a more comprehe compilation of information o ery imaginable aspect of using growing herbs flitting about *The Herb Grower's Com Guide*. I haven't seen it. It s out with the history of herbs general information on their ture, followed by detailed trea on both these subjects, herb herb. Basic herb-cookery su tions and actual recipes then their inning. The bibliograph further source material leaves a question unanswered: sourc pamphlets, commercial litera cookbooks, magazine articles, societies and their publicat botanical libraries, compa which sell herb seeds, plants, argoniums, along with a li private and public herb gar in all parts of the country w are open to the public. There' tle you don't know, or don't k where to turn for the informa by the time you peruse the 89 p

Rosella Mathieu's herb g alone costs $2: an assembly c "The Herb Grower's Kit," w provides the guide plus five p ets of dried herbs and five vari of planting seeds, costs $3. from Rosella F. Mathieu, Frag Herb Farm, Cincinnati, Ohio.

This same farm also has a able two exceptionally fine gars. One is Mixed Herb, pun with the flavors and bouquet herb content and a lacing of lic. The other, Burnet and Ora is delicate as a breeze. Just vinegar to incorporate into d ings used on fruit salads and Either costs $1 a pint.





Tommi Parzinger calls Amtico Rubber Flooring "Designer's Delight!"



HOMEMAKER'S DELIGHT, TOO—Noted designer, Tommi Parzinger, frequently completes the decor of the distinguished rooms that he creates with Amtico Rubber Flooring. Amtico keeps its just-installed lustre and rich, clear colors through a lifetime of rugged wear. Springy underfoot as a golf green, it's quiet, fire-resistant, cleanable in minutes. Choose Amtico Rubber Flooring for your home to combine elegance with effortless housekeeping.



Traditional or Modern

Amtico

RUBBER FLOORING

AMERICAN TILE & [redacted] CO., DEPT. HB-1, TRENTON 2, N. J.
In Canada—American Tile & Rubber Company, Ltd., Sherbrooke, [redacted]
Please send me folder—AMTICO'S decorator-styled colors.

[redacted] _____

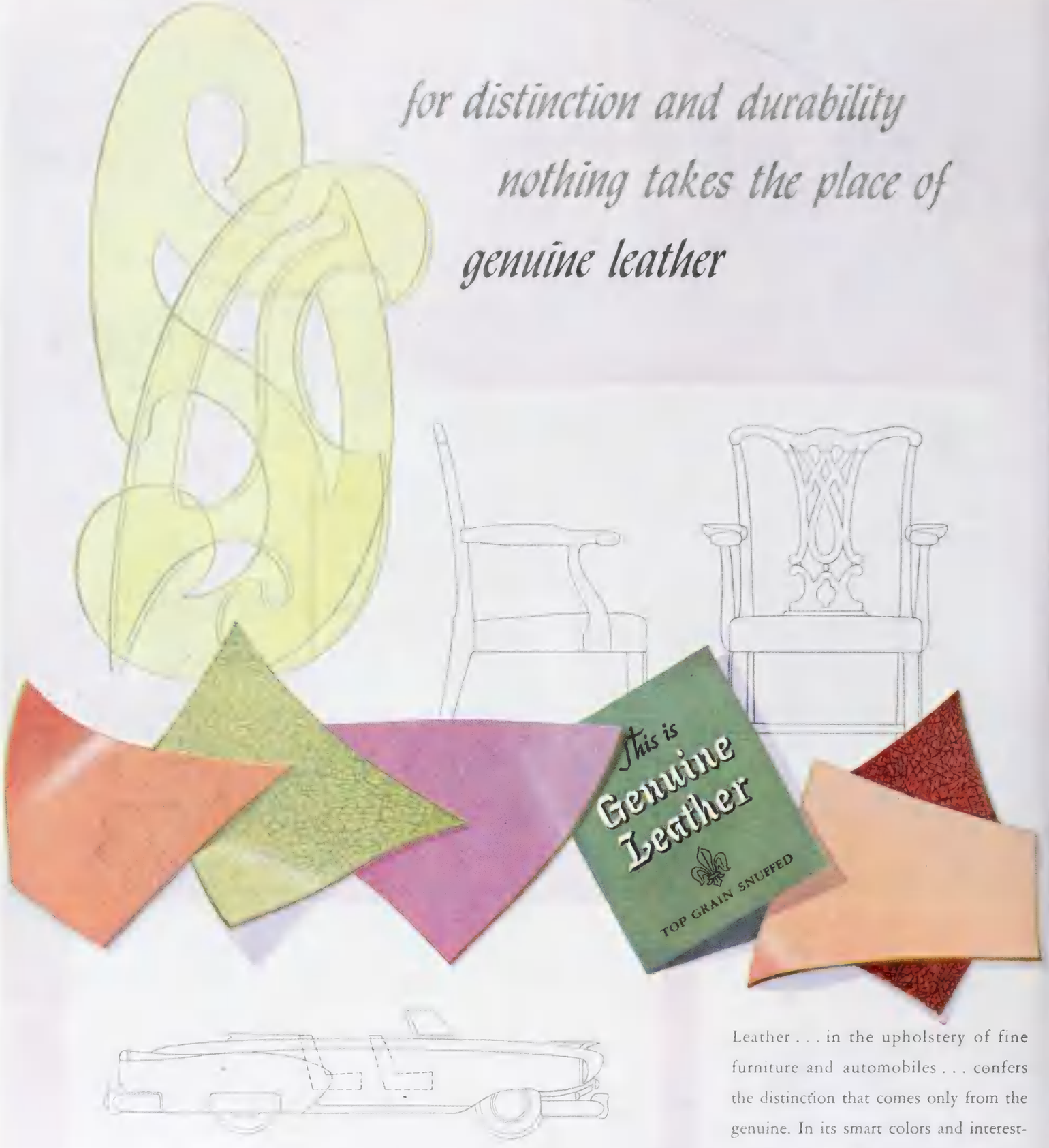
[redacted] _____

CITY _____ STATE _____

for distinction and durability

nothing takes the place of

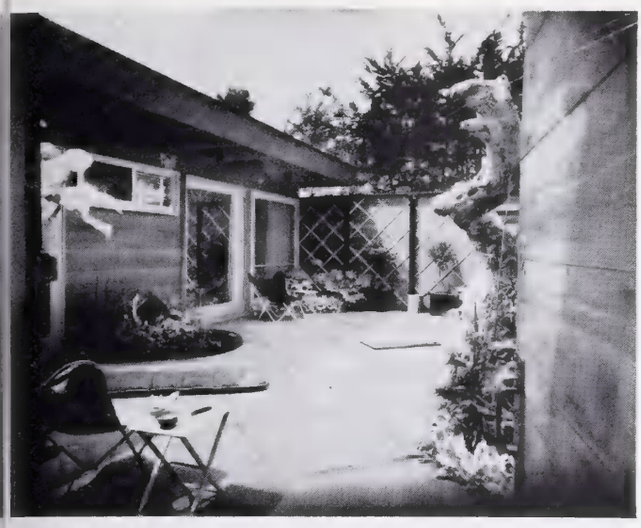
genuine leather



Leather . . . in the upholstery of fine furniture and automobiles . . . confers the distinction that comes only from the genuine. In its smart colors and interesting grains it is highly versatile and adaptable to any scheme of decoration. Genuine Leather is the only upholstery material that actually improves in appearance with age and use. Leather cleans easily . . . helps keep cost of upkeep down.

THE UPHOLSTERY LEATHER GROUP

TANNERS' COUNCIL OF AMERICA • 100 GOLD STREET • NEW YORK 7, N. Y.



Don't try to hide your garden wall. Aside from being functional, fence can be good-looking. Keep the lines clean and simple. e, bamboo strips are placed criss-cross fashion to add design a plain board fence. Potted plants add secondary interest and or. Jan Konigshofer, architect. Thomas Church, landscape architect.

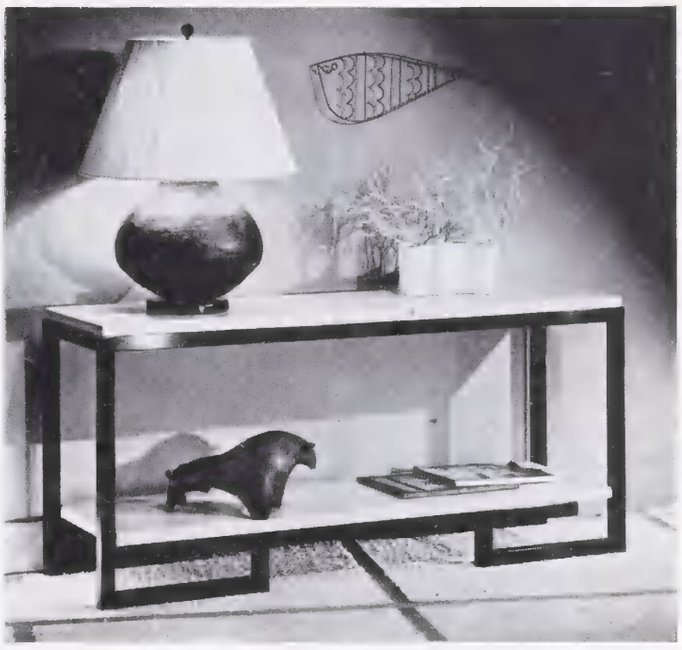
Play up your garden walls

PHOTOGRAPHS BY MAYNARD PARKER



he fence and trellis combination makes a good support for climb- plants. Choose plants that will look well all year round. Add annuals perennials in the border for seasonal color. See how the trellis ctively hides the vertical wood fence supports by making them art of the over-all design. Thomas Church, landscape architect.

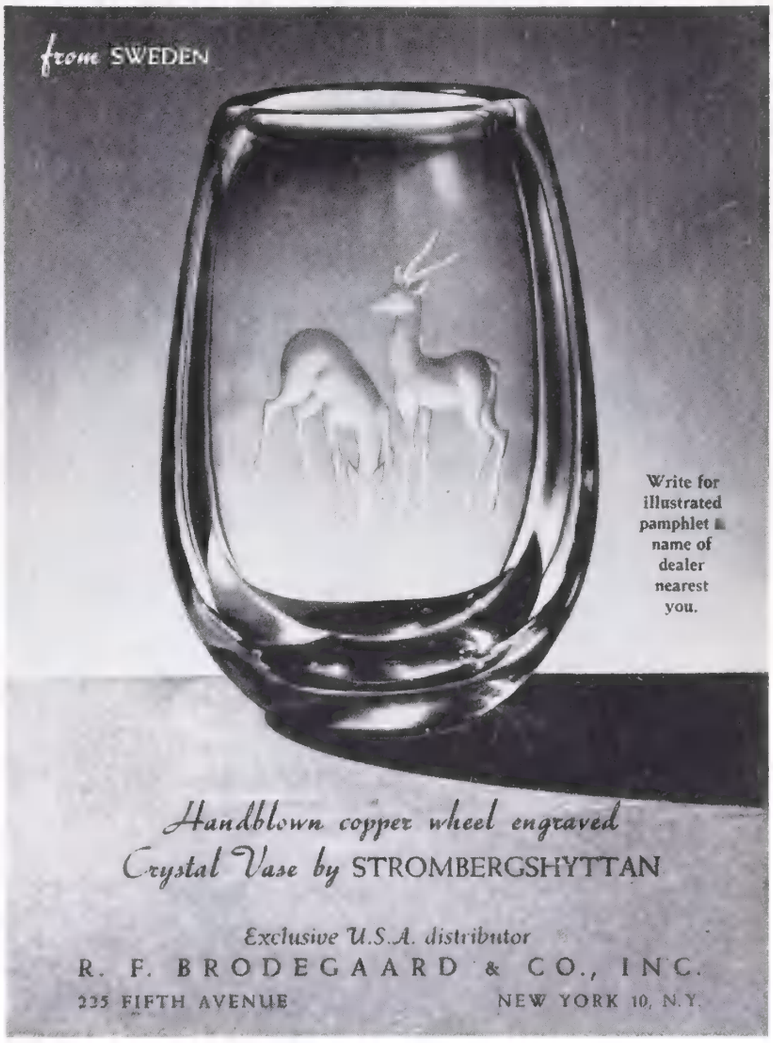
(Continued on next page)



CONTEMPORARY ELEGANCE for the living room, dining room and bedroom. Designs by Paul T. Frankl. Available at fine stores and accredited decorators.

Send 35c for beautiful brochure of designs by Paul T. Frankl.

JOHNSON FURNITURE COMPANY
GRAND RAPIDS, MICHIGAN
and JOHN STUART BUILDING
Fourth Ave. at 32nd St., New York





Treasure House Collection

Father TIME
. . . WITH A
FRENCH ACCENT

In this stately clock, Colonial brings you the true spirit of provincial France . . . knowingly interpreted in mellow old cherry by some of the world's finest craftsmen in wood.

By America's pre-eminent maker of fine hall clocks

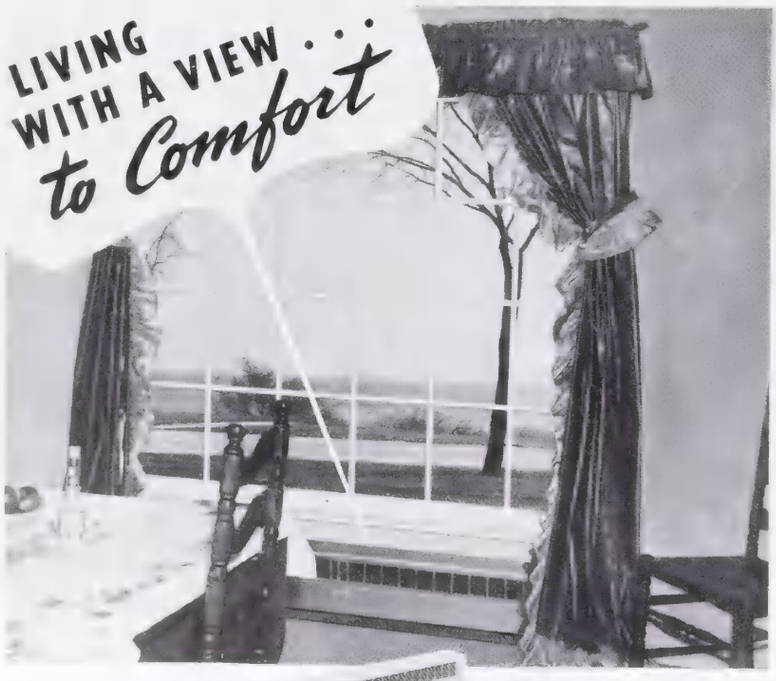
French Provincial Hall Clock

Colonial's Treasure Book



Send 25c for its 80 illustrated pages of pedigreed hall clocks and furniture, with chapters on their history and care. Abridged edition, 10c.

COLONIAL MANUFACTURING CO. ZEELAND MICHIGAN
470 COLONIAL AVENUE



LIVING WITH A VIEW . . . to Comfort

YOUNG
LOW-LEVEL CONVECTORS
ELIMINATE PICTURE-WINDOW DRAFTS

Now that "room with a view" can be comfortably warm—draft-free. The new Young low-level convector stands inconspicuously beneath the sill or hides away in wall recesses. Ask your architect or contractor about Young convectors. Ratings are approved—your guarantee of full heating capacity. Write for free folder.

YOUNG RADIATOR COMPANY Dept. 921-D • Racine, Wisconsin
Plants at Racine, Wis., Mattoon, Ill.

PLAY UP YOUR GARDEN WALLS

CONTINUED FROM PRECEDING PAGE



• The textures of the bamboo strips and the driftwood blend
in the garden wall, which is also shown on previous page.
growing some low plants in and near the driftwood to add c
to the design of the wall. Almost any shape driftwood can
used to give pattern to an otherwise plain and monotonous wood fe

PHOTOGRAPHS BY MAYNARD PAR



• Your gate doesn't have to be obvious; neither does it have to be
big gap in your fence. This is the gate in garden wall shown on previ
page. Notice how trellis and fence swing out as a complete u
using the same construction principles as the rest of the w
This fence shows how shadows play an important part in design, t



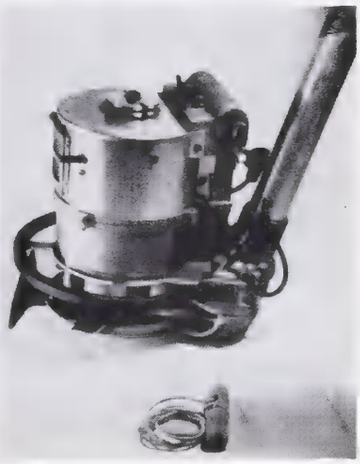
For your loveliest entertaining

MIST TONE A shadowy net with an exquisite, delicate design woven into . In lovely misty pastels of blue, ink, green and gold, as well as chalk hite. Send for free leaflet

North American Lace Co. Inc.

FIFTH AVENUE • NEW YORK 16, N. Y.

WORK-SAVERS FOR GARDENERS



• "Trim-Master, Sr." is a lawn edger that carries its own power plant, a tiny, five-pound gasoline engine. Use it for lawns too big for an electric trimmer. E. F. Britten Co., Cranford, N. J.



• Would you like a completely automatic underground lawn sprinkling system? It can be home-installed, turns on and off electrically. Pipes buried only 6 inches. Self-draining, no frost danger. Aqua Spray Lawn Sprinkler, Detroit.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



• "Unity Home Searchlight" is a portable light for all after-dark garden jobs or for night-lighting a patio. Exceptionally powerful 110-volt, 200-watt, sealed-beam bulb. Unity Mfg. Co., Chicago, Ill.



Garnier liqueurs

Incomparable Quality is the key to the world-wide preference for exquisite Garnier Liqueurs. Available in all popular varieties, plus exclusive specialties, both French and American. Offer your guests a choice.

Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*

It's Heaven!

You touch a button, relax in your own home, enjoy all the benefits of a steam room... with none of the discomforts! Moist, circulating, infra-red heat soothes away your every care. It's the finest beauty salon... your personal Hot Springs... your favorite slenderizing salon... all in the privacy of your home for you and your whole family.

It's The Howard Cabinet



e Howard Cabinet Dept. H 4
15 W. 6th St., Los Angeles 17, Calif.
ease send me full information without obligation
NAME
ADDRESS
CITY STATE
Pat 2406222 Aug '46

ROMWEBER ORIGINALS in MODERN

Designed by HAROLD M. SCHWARTZ



Distinguished furniture is more easily recognized than described. You really must see Romweber Originals in Modern.

Registered Decorators:—Write for your copy of our beautiful new catalogue, "Romweber Originals in Modern."

The ROMWEBER COMPANY
Master Made Furniture Since 1865
NEW YORK • CHICAGO • CINCINNATI • CLEVELAND • ST. LOUIS
GENERAL OFFICES AND PLANT, BATESVILLE, INDIANA

No. 4280 Group
Simulated Rattan

TROPIQUE
REG. U. S. PAT. OFF.
Furniture

For sun room, den, rumpus room or living room there is nothing better.



See it at the Better Stores.

AMERICAN
CHAIR COMPANY
MANUFACTURERS
SHEBOYGAN, WISCONSIN

WINTER COMFORT

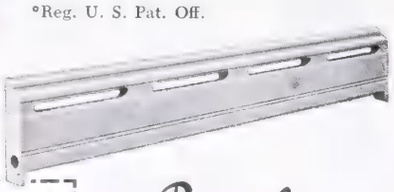


THAT LASTS A LIFETIME!

Certainly for home heating, *you* want ideally uniform floor-to-ceiling temperatures — *for health, for comfort!* Burnham BASE-RAY° Radiant Baseboards deliver *that kind of heat* — and deliver it at ankle-height. And remember . . . BASE-RAY units are made of cast iron, in *one* sturdy piece. They'll give lifetime service and heating efficiency. No false fronts to obstruct true radiant heat! And that's important, for radiant heat is *draft* free . . . provides the *most* comfort per unit of fuel used. Even in basementless homes, scientific tests prove cast-iron radiant baseboards provide the most uniform temperatures known.

°Reg. U. S. Pat. Off.

BASE-RAY
RADIANT BASEBOARDS



Burnham Corporation Dept. HB-41
Irvington, N. Y.
Send NEW 6-Page folder telling how BASE-RAY Radiant Baseboards can add comfort and beauty to my home.
Name_____
Address_____
City_____ State_____

Burnham Corporation
"PIONEERS OF RADIANT BASEBOARD HEATING"
IRVINGTON, NEW YORK

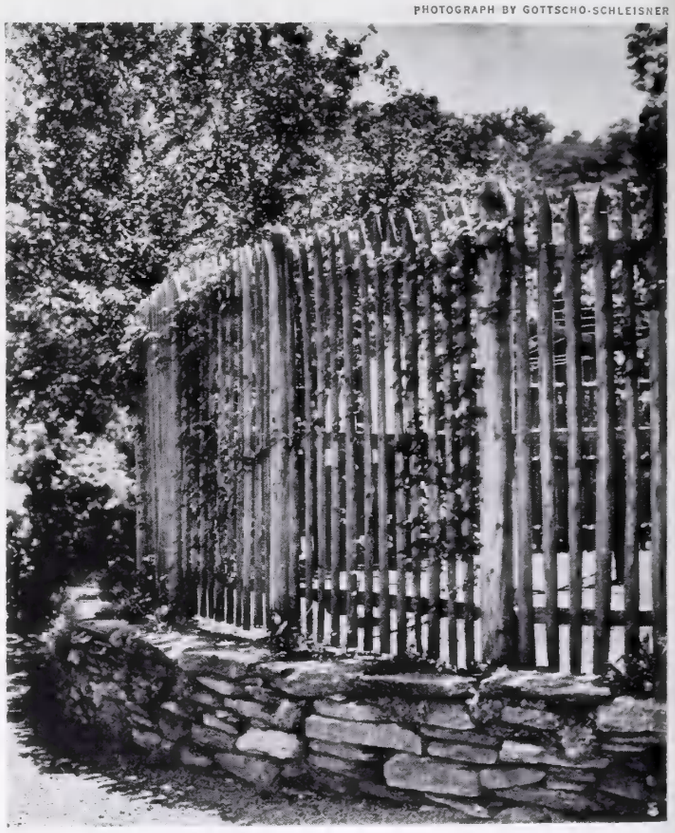
PHOTOGRAPH BY MAYNARD PARKER



■ Your laundry and trash cans are a private matter. They shouldn't be exposed to neighbors and guests. This service yard is screened from the garden and from the house next door. It's right outside the kitchen door, so saves steps. Combination baffles and pickets make fence seem shorter than it is. Florence Gerke, landscape architect.

HOW TO HIDE A SERVICE YARD

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



■ Wide-space cedar sapling fence separates the service yard from the garden of the Robert I. Laggrens in Hartford, Connecticut. When Peter Cascio designed this service area, he chose wide-space fencing because it lets in the breezes and cuts down drying time—an important point to consider when you are planning a service yard.

(Continued on page 230)

Ballerina"

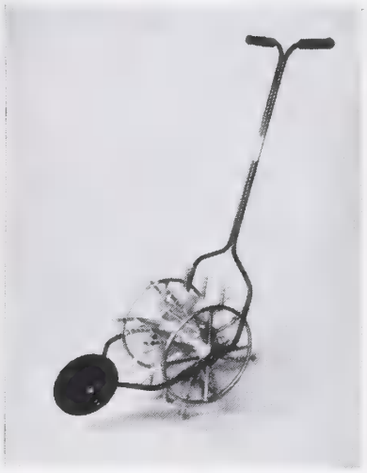


Color-smart
for modern tables

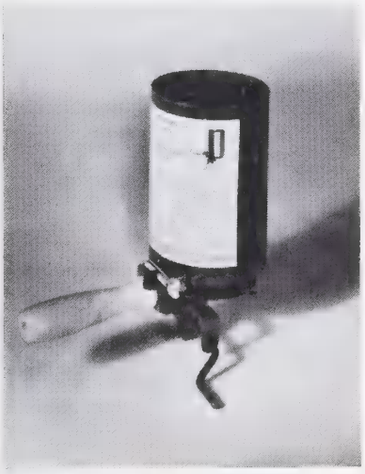
joy the gay, winsome beauty
"Ballerina" — Universal's
iting new colored glaze
nerware that's fast becoming
erica's most popular modern
ign! Comes in Jonquil Yellow,
est Green, Chartreuse, Dove
y and Burgundy. As practical
it is beautiful, larger serving
a on plates, easy to clean . . .
ranteed ovenproof! Inexpensive,
— at good stores everywhere.
"Ballerina" today!

ERSAL POTTERIES, INC.
Cambridge, Ohio

WORK-SAVERS FOR GARDENERS



• Lawns grow poorly when the soil is too compact. The "Aerifier" is a new junior model of a popular machine used by many golf courses. West Point Lawn Products, West Point, Pennsylvania.



• "Seeder-feeder-weeder" provides an easy way to apply lawn treatments. Covers wide area. Operates like high-way-department sand spreader. R. Krasberg & Sons Mfg. Co., Chicago, Ill.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



• For long life of cut flowers, use clean vases filled with a solution made of "Sta-Bo-K." Available in packets (pre-measured) or bulk jars (top). Sta-Products Co., Inc., Berkeley, California.

LIVING BEAUTY and easy sophistication in *Genoa*, a chair from Campbell's collection of exquisite furniture in the Empire idiom.

CAMPBELL
Exceptional Furniture

Designed by
MOORE-PEFFERLE
Hollywood Set Decorators



S. J. CAMPBELL CO.
EXCEPTIONAL FURNITURE

FACTORY: 1335 ALTGELD STREET • CHICAGO
SHOWROOM: 1661 MERCHANDISE MART • CHICAGO
Eastern Representatives: JOHN STUART Inc.
4th Avenue at 32nd Street, New York

RIM AND
CORRECT



crafted by

Jomas Cort

New York at BONWIT TELLER
Tulsa at VANDEVER'S
San Francisco at I. MAGNIN
Indianapolis at L. S. AYRES
Oklahoma City at ROTHCHILD'S

leading stores in other areas. Write

ORT, LTD. 725 BROADWAY, NEW YORK

most everyone prefers a V-M tri-o-matic*



Add Music
to your summer fun
with a
V-M
tri-o-matic
PHONOGRAPH

Indoors or out, summer living takes on added zest when you have a V-M tri-o-matic Portable Phonograph! Plays automatically all records, all sizes, all speeds—and shuts off after last record plays. Patented tri-o-matic spindle gives your records positive protection, since records are lowered—not dropped—on spindle shelf. Simple, one-knob control . . . superb amplifying system . . . light-weight, compact . . . attractive Mahogany wood-grain leatherette case . . . plugs into any AC outlet . . . ask for a demonstration at your radio-record dealers. Mf'd by V-M Corporation, Benton Harbor, Michigan.

*the "phono" in most top-brand radio-phono combinations



Install
BURROWES
ALL-ALUMINUM
Health • Guard
COMBINATION WINDOWS

COMMENDED PARENTS MAGAZINE

You always know what the weather in your home is going to be with these famous windows. You can switch from storm sash to screens in an instant, from inside... guard family health and well-being the year 'round ...with BURROWES COMBINATION WINDOWS.

They're your best investment in comfort and convenience...*economical*, too — pay for themselves with fuel savings up to 1/3.

WRITE FOR FREE FOLDER

THE BURROWES CORPORATION • **Established 1873** • DEPT. H4, PORTLAND, MAINE





Stop
being a Garbage Collector!

Put an end to those unpleasant chores of messy garbage bundling and carrying — forget your never-ending duties as *Garbage Collector*. Get IN-SINK-ERATOR the modern disposer that eliminates garbage—*quick as a wink through any kitchen sink!* Discover a *new you*, fast with meal preparation and a *whiz* with the clean-up job. Find out about IN-SINK-ERATOR'S extra advantages: Continuous Feed; Reversing Action; Task-Tested Performance. Only IN-SINK-ERATOR gives you so much for so little— only $119.50 plus installation.



IN-SINK-ERATOR
ELECTRIC FOOD WASTE DISPOSER

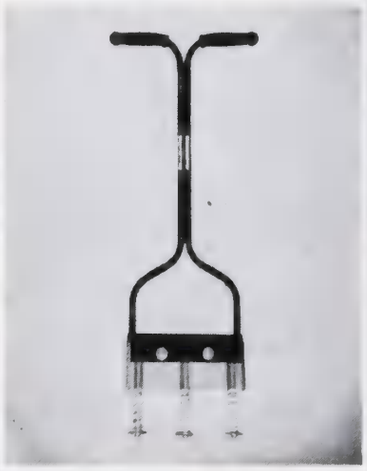


In-Sink-Erator Mfg. Co., 1201 Fourteenth St., Racine, Wis.
Please send free booklet explaining In-Sink-Erator and its extra advantages:

Name_____
Address_____
City_____ State_____

SOLD ONLY BY MASTER PLUMBERS—SEE YOURS TODAY!

WORK-SAVERS FOR GARDENERS



• If your lawn grows poorly because constant use for play or walking has compacted the soil, restore vigor by punching aeration holes with "Aeriforke." Lawn Products, West Point, Pa.



• No need to know exactly what bug or disease is attacking your plants. "End-o-Pest" kills all common garden pests quickly and is harmless to the plants. Swift & Company, Chicago, Ill.

PHOTOGRAPHS BY GOTTSCHO SCHLEISNER



• "Perma-g-lastic" paperweights contain real flowers imbedded in a crystal-clear plastic. You can supply the flowers if you want to preserve a prize bloom. Science Inc., Madison, Wis.

You Should be the Owner of a Superb

SCOTT
INSTRUMENT



Memorable evenings enjoying superb home entertainment . . . the satisfaction of owning the world's finest! This and more is yours with a Scott —pride and joy of your home. Decide wisely that the Scott televisi radio-phonograph should be yours

★ ★ ★ ★ ★

SCOTT Radio Laboratories, Inc
Chicago 40, Illinois

★ ★ ★ ★ ★

MINWAX WOOD FINISHES and WAXES



▪ To enhance and maintain fullest beauty of floors, paneling, furniture. No more floor rescraping! Write for color card showing authentic stain colors: Light Oak, Dark Walnut, Puritan Pine, Driftwood, Spruce Grey, etc.
MINWAX, Dept. HB-4
11 W. 42nd St., New York 18
In Canada: E. T. Sampson & Co., Ltd., Montreal.
MINWAX — Specialists in fine wood finishes for 11 generati

Yours for a lifetime of beauty
Priscilla Turn
HOOKED RU
Insist on the rug with the label sig by its creator, guaranteeing finest clean, long-fiber virgin wool.

PIANO TUNIN
Approved Servic
Professional skill costs nothing extra. the best in tuning and repair servic your classified phone directory for A.S members. Indorsed by piano manufactu
Send 3¢ stamp for pamphlets "Pian Care" and "Moth Prevention" to Lib
American Society of Piano Technic
1022 W. Garfield Ave. Milwaukee 5.

FANCY CRAB ME
Pacific Deep Sea Dungeness Crab
6 tins, del. $4
Free Folder on Seafood Delicac
PARAGON PACKING COMP
735 E. Washington Street, Portland 14, O

Warm Hearts can have Warm Hands too!



There's no reason why "Home Sweet Home" can't be "Home Warm Home" too!

reason why every home can't have tomatic, economical INDOOR COM-ORT.

nd that means there's no reason why ery home can't have a MOR-SUN RNACE... the world's most beautiful nace that produces and delivers...

mpered air at any temperature de-ed, scientifically humidified and circu-ed fresh air . . . continu-sly replaced . . . automat-lly and economically!

MOR-SUN PRESSED STEEL FURNACES "Sells on Sight"

EE FOUR COLOR GUIDE *healthful indoor comfort.*

OR-SUN FURNACE DIVISION
MORRISON
TEEL PRODUCTS, INC.
MHERST ST. • BUFFALO 7, N.Y.

EVELATION - INVESTIGATE!
E-N-T-I-L-A-T-E-D
NINGS THAT "BREATHE"



EPHYR *year 'round*
auty and Protection

fully curved, ZEPHYR permanent ngs and Doorhoods will beautify home inside and out; give year protection; increase realty value. us ZEPHYR Awnings admit light ir, repel heat and glare. The fic double layer construction of ed* ZEPHYRS is a revolutionary vement.

how you can add greater dignity arm to *your* home with *permanent* YR Awnings. Easy budget terms. coupon for complete and colorful ptive literature and name of nearest YR dealer.

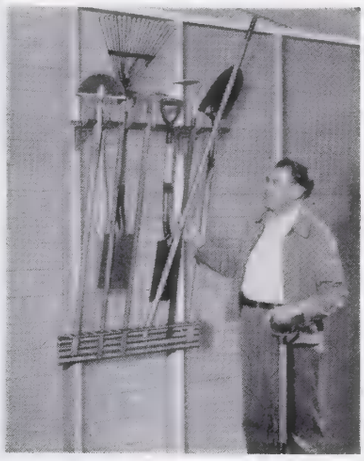
Reissue Pat. No. 21053

al Ventilated Awning Co.
34, 605 Hall St., Dallas, Texas
wn my own home.
an to build or buy a new home.

ss

State

WORK-SAVERS FOR GARDENERS



• "Gardeneer" tool rack supplies the answer to the question, "How to get rid of the clutter of loose tools." Easily installed. Screws supplied. Inland Steel Products Co., Milwaukee, Wis.



• "Plantags" are all-metal, hang like little flags. They remain easy to read from year to year, but are not objectionably conspicuous in the garden. Robin Ridge Studios, Stockton, N. J.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



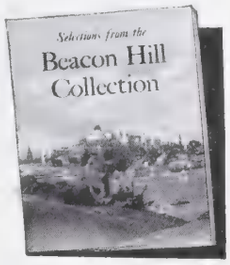
• "Weed and Feed" kills dandelions and similar broad-leaf weeds and encourages thick growth of the lawn. Apply as dry powder via spreader. O. M. Scott & Sons, Marysville, O.



A Treasure Now . . . and Through the Years

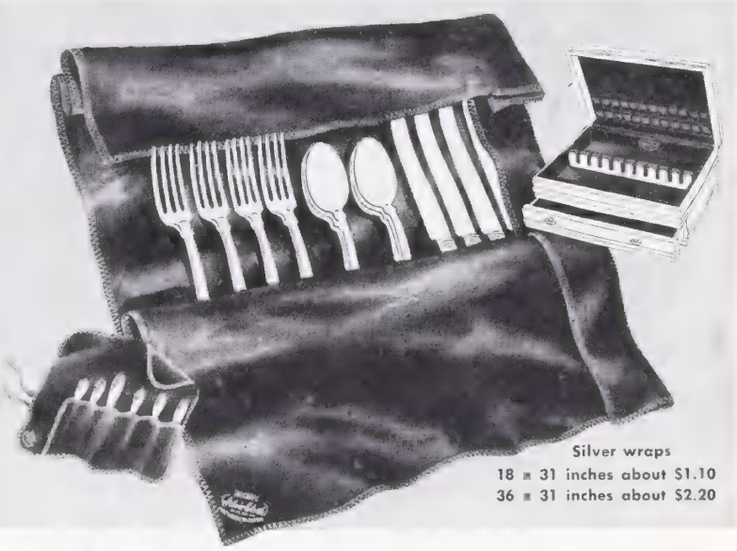
The HOLDEN

Hepplewhite Breakfront as shown in our new 28 page profusely illustrated booklet of *re-created* Georgian masterpieces from the Beacon Hill Collection, furniture that stays in fashion always. For your copy, please send 25¢ in coin to:



Beacon Hill Furniture
85 L ALBANY STREET, CAMBRIDGE, MASS.
CHICAGO SHOWROOM: FLUES AND ORR, INC., MERCHANDISE MART

No matter how you keep your silver



Silver wraps
18 × 31 inches about $1.10
36 × 31 inches about $2.20

Only PACIFIC Silver Cloth prevents tarnish
. . . keeps silverplate and sterling bright as new always

All your silverware stays bright as when you put it away! A special silver compound in Pacific Silver Cloth filters tarnish out of the air, keeps silver gleaming, ready to use without polishing. And it's effective for a lifetime.

You can identify Pacific Silver Cloth by the label, and its rich mahogany color. Recommended by leading silversmiths.

Available in . . .
Chests • Rolls • Bags
Wraps • Yard Goods.
In leading jewelry and department stores.
Write for booklet and name of nearest dealer to PACIFIC MILLS, Dept. KK4, 1407 Broadway, New York 18, N. Y.

It's PACIFIC Silver Cloth Made by Pacific Mills . . . Weavers of fine cottons, rayons, woolens, worsteds



Morganton

Twelve-drawer double dresser with serpentine front in swirl mahogany veneers, from our latest informal open stock bedroom series.

THIS FURNITURE IS ON DISPLAY BY THE MORGANTON DEALER FAMILY OF AMERICA'S FINEST STORES

MORGANTON FURNITURE CO., INC.,
21 NEW STREET, MORGANTON, N. C.



Now only 29.40* will protect your home

Invest $29.40 in Rain-L-Flo Gutter Tube, protect your home from leaf-clogged gutters, and overflow damage to walls and paint. Protect yourself from messy gutter cleaning jobs and dangerous rooftop climbing. Protect your budget from costly gutter replacements, extra paint jobs and wall repairs. Made of a 3-inch diameter tube with internal support brass spring. Rain-L-Flo is easily and quickly installed without special tools.

*Approximately 60 feet of RAIN-L-FLO Gutter Tube will protect the average small home.

RAIN-L-FLO GUTTER TUBE

WYNNCO PRODUCTS CORP.
344 Luckie St., Dept. W-211, Atlanta, Ga.

☐ Please send complete information about Rain-L-Flo Gutter Tube.
☐ Please rush _____ft. Rain-L-Flo Gutter Tube at 49c ft., express prepaid.*
Enclosed find ☐ check ☐ money order for $_____as payment in full or ¼ with order, bal. C.O.D.

*Orders of 60 ft. or more.

NAME_____

ADDRESS_____

CITY_____STATE_____

HOW TO HIDE A SERVICE YARD

CONTINUED FROM PAGE 226

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



● Tight-weave cedar sapling makes an effective, good-looking fence. The horizontal lines of the wall and the planting box keep the fence from looking like a high barrier. The surface of the service yard is paved for easy maintenance. Garden of Mr. and Mrs. Frederick P. Rentschler, Hartford, Conn. Peter Cascio, landscape nurseryman.

PHOTOGRAPH BY MAYNARD PARKER



● A one-inch dowel fence was put in at an angle to make this service yard look bigger. It makes a corner that serves as a show spot for an especially fine specimen plant. Stepping stones keep your feet dry when the grass is wet and save surrounding grassy area from hard wear. Eckbo, Royston and Williams, landscape architects.



All steel--and a wide yard's easy



Metal sculpture, executed in Weirzin—electrolytic zinc-coated steel that resists heat, moisture and rust—demonstrates the exceptional workability of this easily fabricated metal.

There's nothing like having the proper tools to show an unruly garden who is boss . . . to whip it into orderly submission swiftly, simply and sanely.

And the proper tools are easy to recognize, easy to obtain. They are made to cost less, perform better, last longer. They are made of steel—America's great bargain metal.

Indoors and out, products of steel serve you in a thousand wonderful ways. You cook with steel, sleep on steel, play with steel, work with steel. Every day—all day—you get more out of life with steel.

Only steel does so many things for you . . . so well . . . for so little. Whatever you buy, make steel your standard—and save.

WEIRTON STEEL COMPANY

WEIRTON, WEST VIRGINIA

NATIONAL STEEL CORPORATION



FEED COMPLETE, BETTER BALANCED VERTAGREEN* NOW . . .
BRING OUT THE NATURAL CHARM OF YOUR HOME SURROUNDINGS



Beautiful plants are healthy plants... they grow best and look loveliest only when properly fed. Vertagreen—Armour's complete, better balanced plant food—brings out the natural color and charm of growing things because it feeds more completely: (1) the roots, (2) the stems and leaves, (3) the flowers, fruits or vegetables. It provides the vital elements all plants need.

For a velvety lawn, rainbows of flowers, hardy, handsome shrubs and trees, feed Vertagreen now and spring will do the rest. See your garden supply dealer right away. So little Vertagreen makes so *much* beauty.

FEEDS 3 WAYS

ROOTS

STEMS
LEAVES

FLOWERS
FRUITS
VEGETABLES

*T. M. Reg.
U. S. Pat.
Off.

ARMOUR FERTILIZER WORKS • GENERAL OFFICE, ATLANTA, GEORGIA

STARTED TUBEROUS BEGONIAS

CONTINUED FROM PAGE 123

lly by evaporation. Experts r to dunk the pots in a pail kewarm water and leave them nerged until bubbling stops—lly in five minutes. Warm the r to about 90-95 degrees. Cold r chills the plants and may e temporary wilting.

e six-inch pot size is satisfac- for most started plants, al- h the eight-inch one is better really big tubers (tubers live ears and gradually increase in rather than split into a num- f smaller ones as tulips and oli do).

tted plants set in 12- to 18- squares will give a solid-bed and still enjoy sufficient air lation to prevent stem rot. spacing also encourages husky th; hence it cuts down on the to stake plants. Carnation-red types, though, always tend ng their heads, so use them ly for cut flowers and stick to amellia types for beds of color. tuberous begonias need a soil in humus. They are shallow-d, so they must have plenty of within easy reach. Mix two of good garden soil with one peat or leaf mold. Drainage be good. Stagnant water re- in stem rot.

e pots can be sunk in soil or o cut down on water loss from but this sacrifices the chance evate the rear-rank pots on a staging to dramatize your collection. Sinking also elim-inates the chance to rearrange your plants to keep the showiest in the front rows. If you do plunge your pots, be sure to face each plant carefully at the time. The position of the leaves indicates how the blossoms will face. Plunging pots is obviously impossible when you use your tuberous begonias for color on the paved terrace itself. Here you can use glazed pots to cut down on evaporation from the soil.

TUBEROUS begonias are not frost-hardy, so keep them indoors until warm weather. Move them indoors before the first hard frost is expected in the fall. They do not make good house plants; therefore, dig the tubers with whatever soil sticks to the roots. Wash gently and allow them to dry. Store in a frost-free place.

If your storage room is unusually dry, moisten the tubers occasionally to prevent shriveling, but don't try to keep them growing. They need the rest. Watering is easiest if you dunk the loose tuber very briefly in warm water. Repot the tubers and start them into active growth again by regular watering and ample heat next February or March.

The small blossom-bud shoots removed during the summer to encourage bigger blooms can be rooted in moist sand and grown on to flowering size the same year. These tubers will be small, but worth saving.

FIND ROOM FOR A GARDEN POOL

DESIGNED BY H. VAN SIEGMAN FOR 1950 CALIFORNIA SPRING GARDEN SHOW



PHOTOGRAPH BY MAYNARD PARKER

■ Pools don't have to be holes in the ground. This one consists of three metal boxes mounted on a wall of rough aggregate concrete and wood strips. The water is re-circulated, helping to keep you cool on hot summer days. Sound of falling water helps soften near-by traffic noise.

SPECIAL Direct-by-Mail Bargains from Marie Kruse!

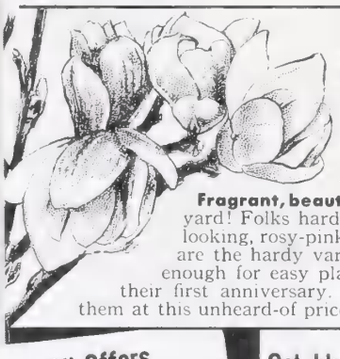
My Glorious 'Roxanne'
TUBEROUS-ROOTED
BEGONIA
BULBS Special! NOW only 35¢ ea.
(3 for $1.00)
Completely planted in attractive vase!



Just add water—grow many giant-size, Camellia-type blooms! Assorted colors. For a bulb planted in a vase, send 25c plus 10c for postage, handling; for 3 in larger vase, send only $1 (6 in two vases, $1.75). **Extra Gift:** With 3 or more Begonias I'll send along a bulb of the lovely new Indoor-Blooming "FLANDERS LILY" TULIP!



My Gorgeous 'Beauty Queen'
GLOXINIA PLANTS
Completely Potted, about to bloom—Special! NOW only $1 ea. (2 for $1.75)
Choice, well-started plants—easy to grow! This new favorite produces great colorful blooms—magnificent, rich-textured leaves! **EXTRA GIFT:** If you order now, I'll send along one of my popular GREEN MIST IVY plants!

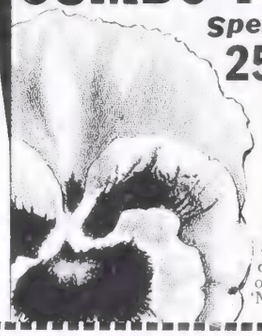


My lovely Early-Flowering
MAGNOLIA TREES
Special! NOW only $2 ea. (2 for $3.50)
Fragrant, beautiful MAGNOLIAS for your yard! Folks hardly believe their big waxy-looking, rosy-pink blooms are real. My trees are the hardy variety, sure to grow; young enough for easy planting, but well-started—will bloom on their first anniversary. While my supply lasts, you can have them at this unheard-of price!

All Offers **INSURED** for SAFE ARRIVAL
Everything sent under Money Back Guarantee. If not satisfied, return at once for refund. You'll be delighted! Easy growing instructions included. On orders for $1 or more, I'll pay postage—or if you prefer, I'll gladly ship such orders C.O.D. plus postage. To take advantage of these very special prices, USE EASY ORDER BLANK NOW!



Get blooms up to 4 in. wide with my new
JUMBO PANSIES
Special! NOW 25 plants for only $1
(100 for $2.50)
These well-started plants thrive in shady garden spots—give you blooms of rich, velvety-texture, assorted colors. 25 plants, $1—or 100 for only $2.50! **EXTRA GIFT:** If you order a hundred, I'll send along one of my rare 3-COLOR 'MUM' plants!



Marie Kruse
DEPT. 61551, BLOOMINGTON, ILL.
Send me: ..... BEGONIAS ..... GLOXINIAS ..... MAGNOLIAS ..... PANSIES
I enclose .....
Name .....
Address .....



Trees worth having are Trees worth saving

Fortunate are you who live in a home surrounded by stately shade trees. Protected from storm . . . shielded from hot summer sun . . . yet probably not aware of the tremendous difference which the loss of just one priceless tree would make. A difference not only in satisfaction and comfort but in the value of your property.

Today . . . not tomorrow . . . is the time to give thought to the preservation of your precious trees. Just as your house needs periodic painting and maintenance, so, too, do your trees need the periodic servicing of a competent tree expert – the familiar Davey Man.

The Davey Man is not just an "outdoorsman". . . nor just a "woodsman." He is a skilled craftsman, as painstakingly schooled for his chosen work as craftsmen in other fields of endeavor. His training, paralleling that of the medical man, prepares him to cope with any tree damage caused by accident or disease.

Right now, for example, you can trust your Davey Man to know the right time to spray and the right materials to use to safeguard the living beauty of your trees. Why not arrange to be placed on Davey's spraying schedule immediately? If the Davey Tree Expert Company is not listed in your phone book under "Tree Service," write us today.

DAVEY TREE EXPERT CO.

THE OLDEST AND LARGEST TREE SAVING SERVICE IN THE WORLD

DAVEY TREE EXPERT COMPANY • KENT 2, OHIO

MARTIN L. DAVEY, Jr., PRESIDENT



Tree Moving | Cabling and Bracing | Pruning | Tree Surgery | Spraying | Tree Feeding

How to manipulate the sun and wind in a garden house

You can be outdoors in comfort weeks earlier if you apply the principles of Climate Control shown at work here



In the spring when the sun is still low in the sky, it shines d into this garden house from east and west. East wall is comple open. On the west side a glass window-wall cuts off cool prevai breeze but preserves the fine view of the neighboring hills. house was designed by Edward Huntsman-Trout, landscape archit



In the summer when you want more air circulation, the window v slides back and turns garden house into a breezeway. Broad o hangs will cut off high summer sun so that the living area i shade and protection from showers. The bamboo curtains (sho on the opposite page) block the late afternoon sun.



his garden house is a far cry from the "cute" but nearly useless ttle tea house so popular a decade ago. Designer Huntsman-Trout as planned it with all the attention to convenience that you'd xpect in a modern house. Basement has showers and dressing rooms hat are used with the near-by pool and tennis courts.

PHOTOGRAPHS BY MAYNARD PARKER



the late afternoon when the hot summer sun dips near the horizon ou lower the bamboo curtains (in front of the open window) to ep out the heat—but not the breeze. Closets in opposite ends the room provide locked storage plus complete bar facilities.

PINCOR

Never a dull moment...



Sharp . . . and they stay sharp always. Every Pincor sharpens itself. No more expensive bills. No more annoying "time-out". What's more, Pincor blades have a proven toughness not found in any other mower. Ready for the roughest going without *nicking*— without *breaking*.

Model illustrated is the famous P-23



Step out behind a Pincor and see, hear, feel the difference. Enjoy the featherweight ease of handling...admire the smart design that's made Pincor America's "best-dressed" power mower. . . thrill to the husky engine so simply controlled. Yes . . . see them all . . . then try Pincor and you'll know.

See your Classified Telephone Directory for the name of the Pincor dealer nearest you or mail coupon for full information.

PINCOR'S OUT FRONT—NOT BY CLAIM, BUT BY COMPARISON

America's Leading Power Lawn Mower

PINCOR PRODUCTS

Manufactured by Pioneer-Gen-E-Motor Corporation

Power Lawn Mowers • Hand Lawn Mowers • Electric Trimmers • Gasoline Engines
Electric Generating Plants • Battery Chargers • Generators

USE COUPON—GET FREE FOLDER!

PIONEER GEN-E-MOTOR CORPORATION
5847 West Dickens Avenue, Chicago 39, Illinois

Please send, ABSOLUTELY FREE, complete information on all Pincor models.

Name _____

Address _____

City _____ *Zone* _____ *State* _____

GET 'EM DONE.. HAVE FUN!



MODEL G
2 H.P.

with

WATERBURY Portable POWER

GARDEN PREPARATION

Plowing and harrowing — tough jobs, but easy with Waterbury. So's cultivating.



'ROUND THE GROUNDS

Roll, mow and remove trash (with dump cart). Grounds' care all season long is quicker and better with Waterbury.



PAINTIN' AND SPRAYIN'

Waterbury provides efficient portable power for painting, insecticide and chemical spraying.



See

WATERBURY Garden TRACTORS

9 WAYS BETTER!

at your hardware or implement dealer

WATERBURY TOOL DIVISION
VICKERS INCORPORATED
A SUBSIDIARY OF THE SPERRY CORPORATION
104 AURORA ST., WATERBURY 20, CONN.



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

• Here's a comfortable place where you can entertain or relax after a hard day. Evaporation from the pool cools the surrounding atmosphere. Sit where the prevailing breezes blow across the water before reaching you. Mosquitoes are no problem. Fish keep them under control.

Pools are easy to maintain

Enjoy the beauty and comfort of a pool— with a minimum of effort the year round. Let an expert tell you how to do it

You'll find pools represent one of the easiest forms of gardening—no spading, no raking, no weeding. Plants create a "setting" for your pool. Look again at the photograph above.

In spring make sure your pool is free from debris. Check for cracks and repaint, preferably using a pool paint. When dry, refill. Set out your hardy lilies any time after May first in the latitude of Chicago and New York. Be sure to include goldfish to eliminate mosquito larvae, and a few tadpoles, snails, or salamanders to keep water clean.

PLANT 'EM AND STEP BACK FAST WHEN YOU USE



ROOTONE®
THE PLANT HORMONE POWDER

Just watch how your cuttings take hold when you dip them in Rootone before planting. Rootone encourages the natural tendency of cuttings to put out roots. Rooting is faster and heavier, resulting in earlier, bigger plants.

Trial Packet 25c 2-oz. jar $1

At your favorite garden-supply store or write

AMERICAN CHEMICAL PAINT COMPANY, AMBLER, PA.
Makers of Weedone, Weedone Crab Grass Killer, Transplantone, Rosetone, Fruitone



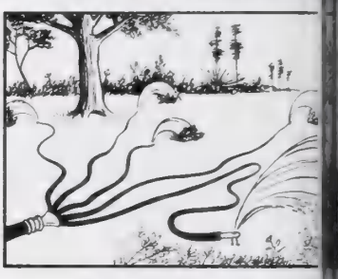
Keep that sparl
in your lawn w

Scotts
LAWN CARE PRODUCTS

• Visit the Scotts deale
your community today or w
O M Scotts & SONS
Marysville, Ohio

Be sure to ask for a FREE
year subscription to Lawn

WATER 5 SEPAR
PLANTS AT ONE T



HOW SPRINKLEZE MAKES
LARGER, BEAUTIFUL PLANTS, F

Amazing Sprinkleze is easily attached to the en
garden hose. Then the 5 smaller plastic hose
kleze can be placed to water 5 separate pl
shaped beds, borders, or large lawn areas! Yo
get more water from fan-like sprays, gentle a
rain. Grow faster and more beautiful with litt
to you. Hoses are of practically indestructib
with brass sprinkler on end. Can be left outd
'round. Complete unit consists of two 13 ft.,
and one 7 ft. hose. Weight only 2 pounds. P
SOLD ON MONEY BACK GUARANTEE.
TODAY for more beautiful plants. Complete
$8.95. Colors: Black, Red or Green. Specify yo
We pay postage on prepaid orders.

Send check or money order today.

JONS MANUFACTURING CO
406 Dantzler St. Dept. 30 St. Mathe

Tall Bearded IRIS

Heavy List of Rare Winning Varieties

Tomorrow's Iris priced for today.
prisingly low prices for quality varie

Write for List FREE

Prices and descriptions. (We do
issue color catalog.) Rhizomes
anywhere—guaranteed to grow o
replace. Ask anyone who has
with us.

IRIS TEST GARDENS
Route 1, Box 805-B, Yakima, W



HOLL

Largest Collecti
AMERICAN, E
LISH, ASIAT

EASY TO GROW
with red berries and
dark green leaves.
trees for every loc
$1.50 up.
Write for catalog

WILMAT HOLLY COMPA
Box 304-K Narbert

atched tools
for home
gardeners

ey're designed spe-
lly for *you*—lighter
d easier to work
th, yet strong enough
any man. Every
EEDLINE lawn
d garden tool is a
id steel forging and
are finished alike
th matching blue
ndles and gold trim.



Light Shovel

Bow Rake

Speedy Cultivator

Garden Hoe

Soil-Knife Hoe

Adjustable Lawn Broom

ok for the tools
h blue handles
n you select your
ng needs. You can
ays add later to
r matched set.

PEEDLINE
UE-HANDLE GARDEN TOOLS
UNION FORK & HOE CO., Columbus, O.

Tropical waterlilies should not be set out until after the end of May in the same areas. Like the hardy ones, give them a good top soil but cover with one inch of sand to keep the water clear. Either boxes or tubs may be used so long as there are 6 to 12 inches of water over the soil. Aquatic plants do not flower well in shade, so if you want a shaded pool, you'll have to be content with fewer flowers.

YOU don't need to change the water all season—here is where the scavengers come in—and remember that cold, running water hinders blooming. You need to feed your waterlilies 3 or 4 times if you want maximum results. One handful of complete plant food is enough for a 1′ x 1′ x 1′ planting box. Wrap the plant food in cheesecloth, force it down into the soil, and let it dissolve.

In cold climates, drain your pool in late fall and clean out all leaves and accumulated waste. Small pools may then be kept dry by covering them with boards and canvas until spring. Those too large to cover may just as well be refilled. If properly reinforced, they should go through the winter without any damage at all.

Hardy waterlilies may be placed in large cans and kept over winter in an unheated cellar. Either fill them with water (preferred) or cover with burlap and keep wet. If you can't do this, bury them in the soil in the garden. Tropical waterlilies rarely pay for the effort in keeping them over. It is better to buy new ones each spring.

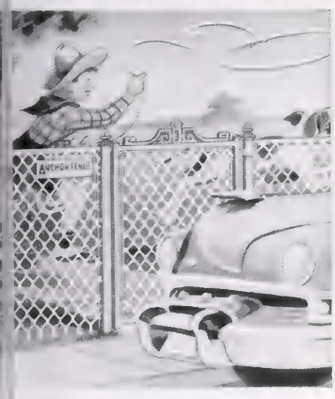
Fish should be taken indoors before the water freezes, if your pool is shallow. You can keep them in tanks in your living room or in the cellar. But don't overfeed them, particularly if the room is kept below 50 or 55 degrees. If your pool is deep enough so the water doesn't freeze solid, your problem is solved. Put a box of soil or sand on the bottom of the pool. Your fish will bury themselves in this for the winter.

You'll find pool gardening a lot of fun and a pleasant way to relax. The total lack of labor is most refreshing, especially at the time when other gardening is so demanding of your time for weeding, hoeing, and watering. Furthermore, the presence of water itself is cooling, affecting your own private climate. The hotter the day, the more evaporation with its consequent cooling effect.

If you haven't a pool already, April is a good time to build one.

—*William Tricker*

nchor Fence
ps children and pets
afe from traffic!



hildren and pets *can't* dash out
affic when they're protected by a
. beautiful Anchor Chain Link
They are kept happily playing in
fety of their own yard. Anchor
trespassers, short-cut seekers and
ls out, too . . . guards the beauty of
roperty. Needs no annual painting
keep. Installed by factory-trained
s. Easy "payment out of income"
Write for free illustrated pam-
to ANCHOR POST FENCE DIVISION,
r Post Products, Inc., 6510 East-
ve., Baltimore 24, Md.
ermanent Beauty for your Home"

Anchor Fence
n-wide Sales and Erecting Service

SURE AS SHOOTIN'* YOU CAN'T BEAT A
SAVAGE

*SAVAGE Lawn Mowers are precision-built by the makers of famous SAVAGE sporting arms.

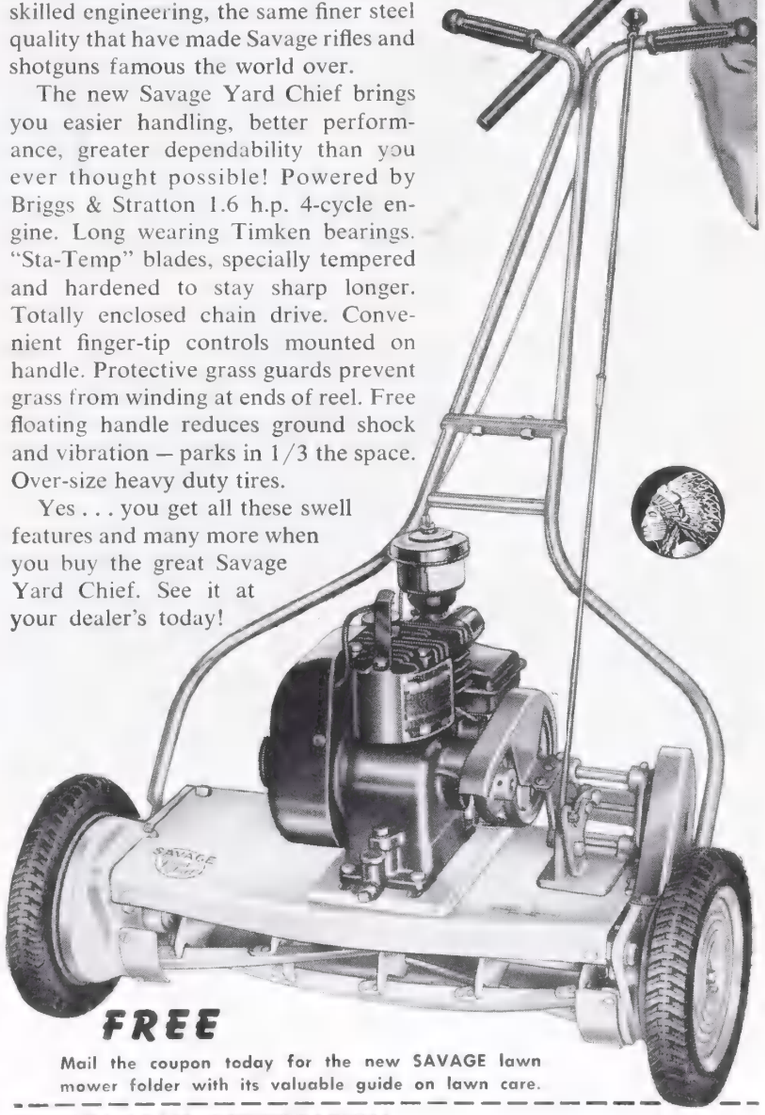


IT'S A TRIUMPH OF SAVAGE CRAFTSMANSHIP!
THE GREAT 1951
SAVAGE
Yard Chief
21-inch POWER MOWER

In this great power mower you get the same precision workmanship, the same skilled engineering, the same finer steel quality that have made Savage rifles and shotguns famous the world over.

The new Savage Yard Chief brings you easier handling, better performance, greater dependability than you ever thought possible! Powered by Briggs & Stratton 1.6 h.p. 4-cycle engine. Long wearing Timken bearings. "Sta-Temp" blades, specially tempered and hardened to stay sharp longer. Totally enclosed chain drive. Convenient finger-tip controls mounted on handle. Protective grass guards prevent grass from winding at ends of reel. Free floating handle reduces ground shock and vibration — parks in 1/3 the space. Over-size heavy duty tires.

Yes . . . you get all these swell features and many more when you buy the great Savage Yard Chief. See it at your dealer's today!



FREE

Mail the coupon today for the new SAVAGE lawn mower folder with its valuable guide on lawn care.

SAVAGE ARMS CORPORATION
Lawn Mower Division, 93 Broadway, Chicopee Falls, Mass.

Please send me free the new Savage Lawn Mower folder with its informative section on lawn care.

NAME_____

ADDRESS_____

TOWN_____ ZONE____ STATE_____

You're mowin' with Seven League Boots...

with EXCELLO Power Mower



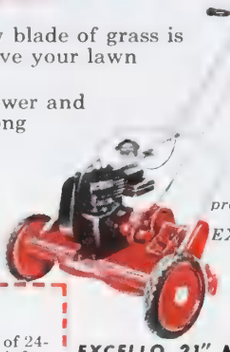
Easy, effortless, fast! That's power-mowing with Excello. The machine does the work—you merely *guide* it. And every blade of grass is cut just right for sturdy growth and to give your lawn that carpet-like appearance.

This season, get an Excello power mower and turn a chore into play. You can't go wrong . . . every Excello product is backed by years of experience in making fine mowers at popular prices.

Excello—Caretakers of the Nation's Lawns

HEINEKE & COMPANY

Springfield, Illinois Since 1902



It's a promise . . . from EXCELLO



FREE Booklet!

Heineke & Company, Dept. HB-2
Springfield, Illinois

Gentlemen: Please send me FREE copy of 24-page, 2-color lawn care booklet and full information on complete line of Excello reel and rotary power mowers and lawn sweeps.

My Name_____
Address_____
City_____ Zone____ State_____
My Dealer's Name_____

EXCELLO 21" MODEL
America's favorite reel mower for average size lawns. Famous Briggs and Stratton or Clinton engine. Positive, trouble-free clutch. Quality materials used throughout. 1951's greatest power mower value!

Set it to sprinkle 5 TO 50 FEET Automatically

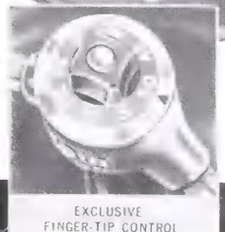
Sunbeam Rain King

AMERICA'S ONLY AUTOMATIC SPRINKLER



Instantly set to sprinkle any area you want

Here's convenience you've always wanted in a sprinkler—desired distance and spray automatically *at a turn of a dial!* Speed of the revolving arms breaks up the spray—provides a natural rain-like shower that's best for all lawns. Beautiful, rich green. Long-lasting quality. See this automatic and other famous Sunbeam Rain King sprinklers at your dealer's. $8.50. (Denver and West, $8.75.)



EXCLUSIVE FINGER-TIP CONTROL

Sunbeam CORPORATION
5600 West Roosevelt Road, Dept. 43, Chicago 50, Illinois
Canada Factory: 321 Weston Road, Toronto 9

GARDEN BOOKS WORTH READING

An 18th Century Garland: The Flower and Fruit arrangements of Colonial Williamsburg, by Louise B. Fisher. Published by Colonial Williamsburg. 1951. $3.75.

Few of the many books on flower arrangement rate from gardeners the approval. "Sensible." This book isn't actually a how-to book of follow-me sketches with numbered lines and points. Rather, it is the story of the philosophy of eighteenth-century women who loved flowers and wanted them in their daily living throughout the year. The arrangements may look buxom to modern flower-show arrangers, but they are still fun to live with no matter how modern your house.

Mrs. Fisher is official bouquet builder for today's Colonial Williamsburg. She cheerfully admits that she shares the eighteenth-century homemaker's urge "to add just one more flower." Nor does she sniff at plebian flowers. Snapdragons are obviously a pet of hers—"among the most decorative and useful flowers." Hollyhocks, too, she uses generously—"a striking addition to any bouquet." These she accords her "timid flowers treatment"—stems plunged for 10 minutes into boiling water, followed in cold water. "Goldenrod? I use it constantly and in quantity, both fresh and dried."

Exponents of the symbolism school of "three sticks and a hunk of clay" won't like Mrs. Fisher's book, but it wasn't written for them. But if you want flowers for fun on your table, get a copy of *An 18th Century Garland.*

The Care and Repair of Ornamental Trees. By A. D. C. LeSueur. Country Life, Ltd., London. 18 shillings.

This new edition appears time when the new science of mate Control is making many look at tree care with a new ap ciation of its importance. Whe realize that a shade tree can prove our comfort by 10°, its becomes tragic. Fortunately, man LeSueur writes in layn terms. The book is unusually to read. Its directions are exp They obviously are accurate: previous edition (1934) is throughout the world by tree perts.

America has been fortunat having two national tree-care ganizations, Davey and Bartlet protect its home garden trees. have been able to leave to t concerns the task of keeping u date on the latest practices products. But now we need again to read up on what we do ourselves. The current man er shortage of agile young me sure to get worse. You won't come an expert just by reading book, but it may help you sa tree, even though it was origi written for British conditions.

The Trick of Growing H Plants in Every Window, by phia Naumburg. Floral Art, Englewood, N. J. 1950.

This is a new, improved ed of 1949's most popular housep book. Again, it is spirally b for easy use as a pot-side re book on plant care.



Five models — 14- to 31-inch cut — priced from $205 to $575

By appointment to H. M. King George VI. Motor Mower Manufacture Charles H. Pugh Limited

Britain's Fines ATCO MOTOR MOWE

Britain's famed lawns and sports grounds have known the Atco Power Mower for years—over 100,000 now in use. Product of nearly a century's engineering experience. So soundly built that more than half the 1921 models—*30 years old*—are still on the job. Grooms lawns beautifully. *Rolls as it mows.* Easily handl and unusually steady. Finger-t clutch and speed controls. If yo dealer cannot supply you, write *Note: Additional dealers neede Exclusive territories are now ava able for garden equipment speci ists. Write for details.*

PHONE WHITEHALL 3-4242 or write
ATCO, 67 Broad Street, New York City

ATCO MOTOR MOWERS
67 BROAD STREET • NEW YORK, N.

SEE IT . . SOW IT . . GROW IT . .



FOR BETTER LAWNS

WHITNEY'S

Super-Refined LAWN SEED

Whitney's Excelsior Lawn Seed is aled in new transparent bags to pro- ct its high germination and super- eaned quality. A shade problem? Ask r Sylvan Shady brand. See it . . . y it. Write Dept. C.

HITNEY SEED CO., INC., Buffalo 5, N. Y.



PERENNIALS From Pitzonka

If you are planning a new garden this year, or adding new life to the old, send for Pitzonka's beautiful Perennial and Pansy Catalogs in color. Pitzonka brings you the finest quality plants in a wonderful selection of the best of the old favorites. 25c in coin brings both of these catalogs to you. Write today!

PITZONKA'S PANSY FARM, Box 541, Bristol, Pa.

25 for 5.

TREES

3- and 4-year selected transplanted trees, 6 to 14 inches tall, 5 each of: Red and Scotch Pine, Norway and Colorado Blue Spruce, and Canadian Hemlock. Postpaid at planting time. For complete Evergreen catalog, Write Box 10-D.

MUSSER FORESTS, Inc. Indiana, Pa.

FRICAN VIOLETS

"America's Favorite House Plant"

varieties, labeled, healthy plants, Post Paid, U.S.A... $1.15

115 VARIETIES PLANTS,

Cuttings & Leaves. Unusual House Plants. lete line of Supplies. All at reduced prices. CATALOG. FRENTZEN FLORAL GARDENS t. B, 309 Lake Ave., Pitman, New Jersey

The Perfect Year 'Round

Gift for Mother



GIFT membership will start with this BLEEDING HEART plant; will clusters of lovely heart shaped flowers in time.

A Membership in the

Plant of Month Club

month she will receive (1) A selection ely, unusual plants or bulbs, chosen by ts; (2) complete planting instructions; teresting history of flower. SATISFAC- N GUARANTEED.

PRISE BONUS for first 1,000 new ers. FULL YEAR—Special Bonus— ge book, "How to Grow and Bloom e Plants."

IX Months Membership monthly selections plus bonus. $5.00 | Full Year $10.00

t of the Month Club
t. H-5, Des Moines 9, Iowa

lemen:
is my check or money order for ☐ $5.00, onths, ☐ $10.00, one year. Please send to ons named on attached card.

.....

.....

.....State.....

WORK-SAVERS FOR GARDENERS



• Do garden trowels raise blisters on your hands? Try the new "No-Blist'r" trowel made by Ray Sanders & Co., Pasadena, California. "Parrot" pruner by Sargent & Co., New Haven, Conn.



• "Pampco" sprayer pumps from a pail via long tube, or from pint or quart jar via attachment (center). Rod (right) sprays underside of leaves. Pan-American Metal Products Co., Miami, Fla.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



• Latest way to buy cut flowers—sealed greenhouse-fresh and sold from regular refrigerators in supermarkets. Blooms last as long for you as if kept in water until you bought them.

WOODEN FENCES & GATES



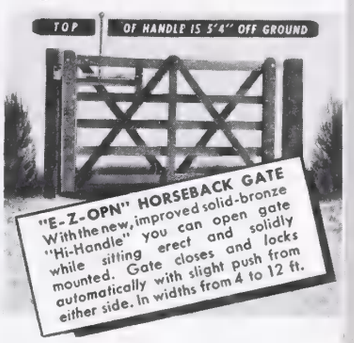
WOVEN PICKET FENCE
Half-round saplings. 2 types. Woven Cleft with 1/4" between pickets. Our special Close Type has pickets with sawed edges butted tight together; assuring absolute privacy. We also import genuine French picket fence.



POST AND RAIL FENCE
A strong, beautiful, long-lasting all-purpose fence. Made of finest selected, hand-split chestnut-timber. Available in the 2, 3 or 4 rail types. As with all Rusticraft Fences, matching gates of many widths available.



ENGLISH HURDLE FENCE
Ideal for property lines. Gives protection from trespassing. Two heights 3 ft. and 3 ft. 8 in. Closely spaced lower rails protect shrubs, keep dogs off or within property. Shipped in 8 foot sections, ready to erect.



"E-Z-OPN" HORSEBACK GATE
With the new, improved solid-bronze "Hi-Handle" you can open gate while sitting erect and solidly mounted. Gate closes and locks automatically with slight push from either side. In widths from 4 to 12 ft.

WE ARE THE ONLY FENCE COMPANY IMPORTING FRENCH WOVEN PICKET FENCE DIRECT FROM FRANCE

Rusticraft FENCE CO.

Write today for Illustrated Booklet and Prices.

DAVID TENDLER • Est. 1918 6 KING RD., MALVERN, PA.

New Torch Tithonia

All-America Award Winner!

One of the gorgeous new varieties from the *Mandeville Diamond Jubilee Assortment,* largest and finest ever offered . . . *celebrating 75 years of flower seed improvement* by America's Flower Seed Specialists. *Torch* is a flower of thrilling beauty, earlier to bloom and dwarf enough for small gardens—yet producing a mass of huge, flame colored blossoms. It's a real winner!

★ *All* Mandeville Flower Seeds are Triple-Tested: (1) for germination, (2) for quality of flowers, and (3) for completeness of mixture.

Free DIAMOND JUBILEE MARIGOLD MIXTURE. Brilliant colors in outstanding French Varieties. Special Mixture created as a gift to our customers in further celebration of Jubilee Year. Send name and address, plus corner Price Mark torn from any Mandeville seed packet. Free packet of seeds mailed at once. Address: Dept. G, Mandeville & King Co., Rochester 1, N. Y.

Mandeville

Triple-Tested

FLOWER SEEDS

At Stores Only—Everywhere

Hard to Believe



BOTH Trash and Garbage Disappear — so EASY for you!

Your wastepaper PLUS unique downdraft burning does the trick! You just drop it into the Majestic Incinerator—along with your *wet and dry garbage.* When filled—light it and leave it. And you're free of two nuisances—in one simple *guaranteed* operation. Right in basement or utility room. Clean, quick, sanitary! Unit low-cost. Easily connected to separate flue or furnace flue.

FREE FOLDER



brings you this "Magic Help" story

WRITE TODAY!

The *Majestic* Company

378 Erie St., Huntington, Indiana

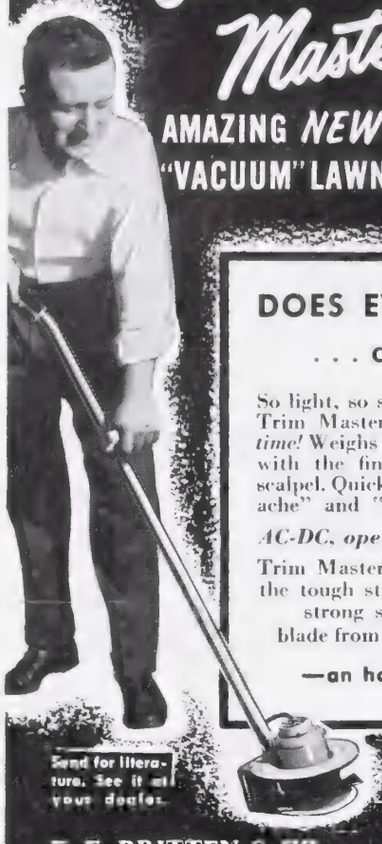
Majestic HOME INCINERATOR

Trim Master Jr.

AMAZING *NEW* ELECTRIC "VACUUM" LAWN TRIMMER

"VACUUM ACTION"

SUCKS THE GRASS INTO THE CUTTING ARC !



DOES EVERY TRIMMING JOB

. . . quickly, effortlessly!

So light, so safe, so simple—*anyone* can operate Trim Master, Jr. with perfect results, *the first time!* Weighs only 7 pounds . . . can be maneuvered with the finesse and precision of a surgeon's scalpel. Quick uniform trim—without the "stoop-ache" and "cutter cramp" of hand trimming.

AC-DC, operates on household current

Trim Master's powerful, compact motor whirls the tough steel blade at 7,500 r.p.m., creating strong suction that pulls the grass into the blade from even the most hard-to-get-at places.

—an hour's trimming in 5 minutes!

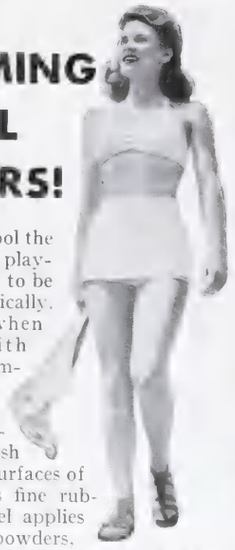
Send for literature. See it at your dealer.

ALONG WALLS! AROUND SHRUBBERY! ALONG WALKS, DRIVES! AROUND TREES!

E. F. BRITTEN & CO.

22-26 South Ave. W., Cranford, N. J.

SWIMMING POOL OWNERS!



● Make your pool the sparkling clean play-spot you want it to be—easily, economically. It's possible when you paint with RAMUC—the gleaming water-resistant enamel that gives a beautiful tile-like finish to the concrete surfaces of your pool. This fine rubber-based enamel applies easily . . . never powders, blisters or flakes off. You'll marvel at the satin-smooth surfaces—so pleasant to the touch. It discourages algae growth too.

And no need to repaint every year. Long-lasting RAMUC will hold its *real* color under the strongest sun for season after season. That's REAL economy.

RAMUC is available in twelve delightfully attractive colors.

For *complete* information on how to keep your swimming pool clean and beautiful with minimum effort—write for "Swimming Pool Handbook." Enclose 10¢ (to cover handling) and be sure to mention the dimensions of your pool.

Ramuc—Registered Trademark.

INERTOL CO., INC.

490 Frelinghuysen Ave. Newark 5, N. J.

27 South Park, Dept. 6 San Francisco 7, Calif.



*Plus Freight

"Ride-A-Mower"

Sensational Last Year . . .

NEW 1951 MODEL BETTER THAN EVER!

Powerful, air-cooled, 4 cycle Clinton engine; welded steel chassis; foot operated clutch; 20" rotary cutting blade ...and you can ride it! No other mower offers so much at such a low price! If your dealer cannot supply you, write giving his name and address, and yours.

DUMP CART ATTACHMENT	$49.50*
LAWN ROLLER ATTACHMENT	$19.50*

RIDE-A-MOWER DIVISION BELKNAP

Belknap Manufacturing Co.

Bridgeport, Connecticut



THE MAN BEHIND THE HOE

War Gardens, 1951. Once again home gardeners are asked to devote some space and time to war gardens. There is no shortage of food in America yet, but there is a critical shortage of transportation. America's farmers could step up food production, but the outlook for building new refrigerated railroad cars and trucks is very very dim. There will be plenty of dry beans, corn, and wheat, but there will be a gradual and ultimately severe cut-back in the supply of fresh fruits and vegetables. So grow what you can, both to eat fresh and to can or freeze. (See "How a freezer can simplify your living" on pages 124-125.)

Plan also to buy and can or freeze any surpluses of food that may develop locally. One of the biggest parts of the 1951 War Garden Program will be to publicize these surpluses in time for the food to be saved. Food wins wars. Do your part. —EDITOR

NOTHING is more disappointing than growing and serving vegetables that haven't as good quality as those you can buy in local markets. Here are some hints to help you raise top-quality vegetables.

Sweet corn. Your taste will tell you the stage of maturity at which to harvest your sweet corn. Be sure to refrigerate it immediately unless you are going to cook it right away. Sugars change quickly to starch, and, if the ears are held long at warm temperatures, their sweetness will disappear.

Choice of variety is a personal thing, but be sure to grow several varieties so you will have a full season of harvest. I prefer Golden Cross Bantam for the main crop. Most of the earlier golden-type hybrids are good if they aren't allowed to over-mature.

Cabbage. You may find that the flavor of your cabbage will be somewhat strong in hot weather. Otherwise, its quality doesn't vary much. If you like cabbage as green as possible, plant close together so that the heads will be small. Small heads give a larger proportion of green outside leaves.

Carrots. Carrots tend to have a strong flavor and lack sweetness in hot weather, but they'll be tastier in autumn. Early spring plantings become overgrown and tough by the end of the season, so make a late spring and early summer seedi for fall use and storage. I r Nantes very high in quality; i crisp and sweet and has only small core.

Tomatoes. Good foliage is essent for good flavor. Feed the pla liberally to promote leaf grow and spray them for disease contr

Lima beans. I like the large thic seeded types of limas such as Fo hook (bush) or Ideal (pole). Y can grow these large-seeded lim if your summers aren't too hot. F frigerate the crop after picking help retain its good quality.

Snap beans. I think that the m important quality factor with sn beans is choosing a good varie Avoid the flat-podded types: wa weather makes them tough. Pick t round-podded types such as Strin less Kentucky Wonder (pol Stringless Blue Lake (pole), a Commodore (bush). They have distinctive "meaty" flavor and te ture that appeals to me. The po of these varieties can get qu large, but the beans will stay te der. Refrigerate the beans if y don't intend to cook them within few hours after you pick them.

Summer squash. Ordinary varieti of summer squash may seem tas less to you. If so, try the gree skinned Zucchini type.

(*Continued on page* 244)

Makes common sand grow flowers like finest greenhouse soil!



*It's just plain sand . . . from the Indiana dunes. Yet, this lovely rose grew, thrived and bloomed in that sand—thanks to regular Vigoro feedings!***

This rose was grown in finest greenhouse soil. Yet it's no finer a plant than the one grown in common sand with Vigoro added!

***This scientific test measured feeding values only. It should not be interpreted to mean that sand is a preferred growing medium for roses.*

New process VIGORO*

ourishes plants longer than ever—

et supplies a complete balanced diet

or strong, healthy growth!

Sun! Air! Moisture! Food! These things all plants require. And the one most often lacking is plant food!

Without food—plant life is impossible. Yet, give a plant the nourishment it needs and gets with Vigoro—and that plant will thrive. Even in common sand!

How good to know that *new process* Vigoro makes even the poorest soil rich in plant nutrients. As rich, in fact, as finest greenhouse soil. For Vigoro is complete, balanced plant food. It supplies in ample amounts all the vital food elements every grass plant, flower, vegetable, tree and shrub must have for proper growth and development.

Yes, your lawn and gardens—no matter how starved the soil may be—can be made rich and fertile again with Vigoro.

Apply *new process* Vigoro now and regularly. You'll be repaid a hundred-fold by the beautiful difference it makes!

2 more great gardening aids:

End-o-Pest
...the all-purpose pest protection every garden needs. A ready-mixed, three-way dust in a handy cartridge refillable dust gun.

End-o-Weed
...destroys over 100 kinds of weeds. Roots, stems, leaves and all. Just mix with water and apply as a spray. Eight ounces treat 2000 sq. ft.



*There is only one VIGORO . . . the trade-mark for Swift & Company's complete, balanced plant food



MILCOR Gardeneer PICK-UP CART

takes the hard work out of yard work!

Take it easy! Let this two-wheeled handyman take the strain of hauling and lifting.

And that's not the half of it. You'll find the Gardeneer useful for job after job — all year long.

See the Gardeneer at your dealer's today. It's a real bargain — let it carry your packages home.



MILCOR GARDENEER TOOL RACK — keeps tools shipshape where you can always find them. Heavy gauge steel — rigid, durable. Punched for quick mounting with nails or screws on wood studs or masonry wall. Amazingly low cost.

INLAND STEEL PRODUCTS COMPANY

Formerly Milcor Steel Co.

4143 W. BURNHAM ST. • MILWAUKEE 1, WISCONSIN

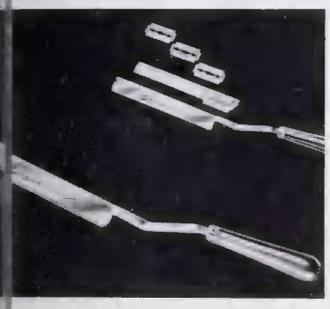
You never bought so much help for so little money! Holds several bushel basketfuls at once. Perfectly balanced. Two wide, rubber-tired wheels. Two stands for perfect stability. Tilts to ground for loading and unloading. Husky, too! Made of heavy gauge sheet steel to take hard knocks.

G-164

WORK-SAVERS FOR GARDENERS



ravely garden tractor-mower easily
os curbs under its own power and
ut danger to blades. Cuts consider-
wider strip of grass than do most
ers. Gravely, Dunbar, West Va.



Grasshaver" uses discarded razor
es to make a keen cutter for trim-
the lawn grass around trees and
ke. Also useful for light pruning.
Engineering Co., Lincoln Park, N. J.



ewest "Moto-Mower" has rear-
drive, cuts to less than an inch of
without damaging the bark or
r. Exceptionally easy to steer.
-Mower Co., Detroit, Michigan.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



rtilizer attachment (right) converts
Shower Queen" into a sprinkler-
r, can be bought separately to
h to your present "Shower Queen."
Sprinklers, Kalamazoo, Michigan.

For More Gorgeous Roses



Dust or Spray with

SAFER, EASIER-TO-USE

DU PONT FLORAL DUST

(WETTABLE POWDER)

Keeps foliage healthy and flowers thriving. Exclusive Du Pont formula prevents damage from many insects and fungous diseases, yet won't burn tender roses and other plants. Full directions on the package . . . get Floral Dust from your dealer. If not in stock, order by mail: 8-oz. dust gun, $1.00; 1-lb. can, $1.40 postpaid. Du Pont, 4030A, Du Pont Bldg., Wilmington, Del.

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

This Emblem **on Your Engine Means that You Have the World's Quickest-Starting Most Reliable Small Gasoline Engine**

4 CYCLE PRECISION BUILT ALL PURPOSE

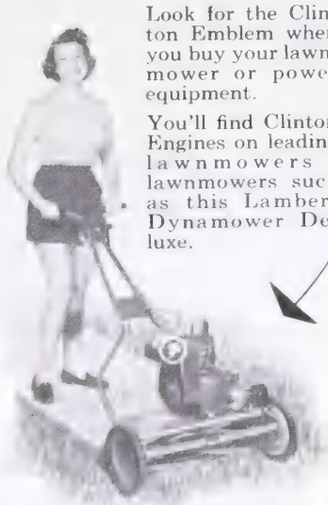
CLINTON

AIR COOLED ENGINE

THE CLINTON MACHINE CO. CLINTON MICH. U.S.A.

Look for the Clinton Emblem when you buy your lawnmower or power equipment.

You'll find Clinton Engines on leading lawnmowers lawnmowers such as this Lambert Dynamower Deluxe.



CLINTON ENGINES

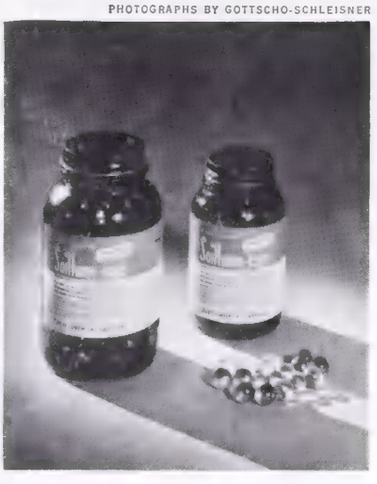


■ Now there is an easy, no-spray way to kill crabgrass. There's no danger to your lawn grass when "Scutl" is used at correct rate. O. M. Scott & Sons, Marysville, Ohio. (Also make spreader.)



● "Snap-cut" pruning shears make short work of the after-bloom trimming out of dead shoots. Same shears are rugged enough for shrub pruning. Seymour-Smith & Sons, Oakville, Connecticut.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



■ "Soilfume Cops" contain a liquid fumigant which vaporizes when soil moisture dissolves capsule coating. Kills most insects and weed seeds. Niagara Spray Chemical Corp. Middleport, N. Y.



MILCOR Gardeneer TOOL RACK

...keeps tools shipshape, where you can find them!

Here's the answer to a gardener's prayer! A low-cost tool rack — keeps tools handy, neatly in place, safely stowed away.

Goes up in a hurry, too . . . punched to mount with nails or screws on wood studs or masonry wall. Made of strong heavy-gauge steel, corrugated for rigid durability. Top member is slotted shelf on two strong brackets; bottom member has holes to receive handles.

Get two at your hardware or garden store — one to keep your garden tools shipshape, another to keep household brooms, mops, and brushes in the same well-ordered convenience.

G-163

INLAND STEEL PRODUCTS CO.

4143 W. Burnham St., Milwaukee 1, Wis.

Low-cost Milcor Gardeneer Pick-up Cart Holds several bushel basketfuls in one load. Tips to ground for easy loading and unloading.

(see opposite page)



Eclipse
POWER
LAWN MOWERS

A VALUE THAT MAKES FIRST COST SECONDARY



LARK 18"

Here, for the first time, is a power mower priced far lower than you'd expect for the quality you get!



ROCKET 20"

Standard and Hi-Cut Models. The leader since 1938 delivers effortless, finger-tip controlled precision power mowing in an economical home size model.



PARKHOUND 21"

For larger lawns and commercial use, this heavy-duty mower is designed, built and powered to stand up under constant use.



ROLLOWAY 25"

This easy-handling mower performs faultlessly on estates where lawn appearance is primary. Note full-swivel caster wheel and optional sulky.



Model names are trade marks of The Eclipse Lawn Mower Co.

SPEEDWAY 32"

Sulky-equipped for mowing large areas. Speedway cuts a 32" swath at 600 feet per minute.

Millions enjoy Eclipse trouble-free power mowing perfection and durable dependability. The man who owns one will tell you...for performance, handling ease, operating simplicity, dependability and economy ...no other mower can compare. Point for point, Eclipse is superior. The years of unequalled service you can expect and get with an Eclipse assure carefree maintenance of a beautiful lawn.



Free Booklet...

Explains what to look for in a power lawn mower. Shows features you get only in an ECLIPSE

THE ECLIPSE LAWN MOWER CO.
Division of Buffalo-Eclipse Corporation
1004 Railroad Street • Prophetstown, Illinois

Eclipse Power Lawn Mowers are manufactured in Canada by MAXWELL, LIMITED, St. Marys, Canada

POWER LAWN MOWERS BY
Eclipse
A COMPLETE LINE OF HAND AND POWER MODELS

THE MAN BEHIND THE HOE

CONTINUED FROM PAGE 240

Turnips and rutabaga. If grown in hot weather, the roots of these two vegetables become strong in flavor. That's why the best rutabagas come from the Northern United States and Canada. Plant real early—or wait until fall. Turnips reach edible size so quickly that good ones may be grown in spring or fall.

Asparagus. The spears should be picked before the "scales" on the tips begin to open. Refrigerate until you are ready to use it.

Peas. Peas will pass their prime condition in two or three days in hot weather. Pick them frequently and refrigerate until ready to use.

Squash. The Winter or baking type keeps longest if you store it at 50 to 60 degrees. I prefer the dry-fleshed varieties of Winter squash such as Delicious or Buttercup.

Parsnip. Wait until mid-November to harvest and refrigerate your crop. Exposure to considerable cold is necessary to encourage starches to change to sugar. If you want to use the parsnips in early fall, put them in the refrigerator for a few days to sweeten them up.

Broccoli and cauliflower. These two vegetables need cool weather to produce their mildest and best flavor. Late spring is the best time to plant them. If the broccoli does begin to produce in warm weather and you find that the flavor is strong, be sure to keep it picked so it will continue to make new shoots.

Beets. If beets grow slowly over a long period of time, they become woody. Make an early spring planting for summer use; an early summer planting for fall use.

Celery. Green Pascal type celery has the best flavor. For home gardens in the Northeast, Summer Pascal is one of the finest varieties. All celery tends to be bitter in hot weather but blanching with boards or paper will improve the flavor of the summer-harvested crop.

Muskmelon (canteloupe). The chief enemy of good-quality melons is excessive moisture when they are sizing up and ripening. You need warm, clear weather with moderate moisture conditions for a month before your melons begin to ripen. If you have heavy summer rains, plant melons in a light soil.

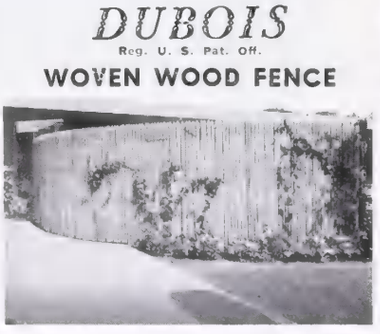
Spinach. Cut your spring crop of spinach as soon as it is large enough because it tends to go to seed quickly in the summer. Summer spinach may be strong in flavor. A late summer planting for fall will have good flavor and a long harvest without going to seed.

Lettuce. This is another cool-season vegetable. You'll get a bitter flavor in hot weather. You can improve the flavor by refrigerating the cut lettuce for a few days.

Potatoes. Most people like a "mealy" potato, but the experts don't seem to agree on what makes some potatoes "mealy" and others "soggy." One point of agreement, however, is that too much moisture causes poor quality in potatoes grown in a heavy soil. Moderate storage temperatures (50 to 60 degrees) will help your potatoes retain a desirable texture. Potatoes keep longest at 40 degrees or below, but you can store them at higher temperatures if you treat them with a sprout inhibitor.

—Keith C. Barrons

DUBOIS
Reg. U. S. Pat. Off.
WOVEN WOOD FENCE



Affords privacy and protection. Beautifies and screens from automobile glare. For country estate, suburban home, city lot or penthouse. Makes a lovely background for garden vines and plants. Moderate prices. Easy to erect. Never requires painting. Lasts for a generation.
3 styles—Close Woven—Close Cleft
Open Cleft
Heights 18", 3' 10", 4' 11", 6' 6" & 8'



DUBOIS Old Fashioned Post and Rail Fence

The favorite fence for suburban and country homes. Hand split chestnut, with either chestnut or locust posts. 2, 3 or 4 rail styles, 4 feet high, creosoted post ends.
Also makers of DuBois 4 and 5 Bar Hurdles

Write for free folders

DUBOIS
FENCE & GARDEN CO., Inc.
342 Madison Ave., N. Y., N. Y.
Ridgefield N. J. — 3990 Chevy Chase Dr. Los Angeles

STOP Garden P troubles befo they start!



All-purp
End-o-P
contr
CHEWING INSE
SUCKING INSE
FUNGUS DISEA
End-o-Pest pr vegetables and ers against the jor types of g pests. It provid all-purpose prot every garden Just dust on! Ava in refillable dust

2 more great gardening
VIGORO complete, balanced pla
End-o-Weed... kills 100 di kinds of weeds

NATIONAL MOWER
830 Cromwell Avenue St. Paul, Mini
Sickle mower, power driven, rubber tired, pulls self, cuts high grass, hay, weeds, on level or rough. Moderate price.



Write for Catalog — 6 times faster than a scythe!



SAVE GRASS-CUTTING ORDER the new POWER MOWER. Cuts grass and smoothly in a f utes. Rubber tires, engine. Anothe power driven by NAT
30 Years In Power Mowe

DR. STOUT'S Daylilies
For mor beauty wit den labor. disease fre
Thrive in from Alask ida.
FREE C except 10 and West
FARR NURSERY CO.
Box 251 Weiser

Use genuine BACTI-VAT
MICHIGAN PE
NATURE'S FINEST SOIL BUILD
for successful gardening. Enriches, vitalizes im soil. Best for lawns, roses, azaleas, flowers. Why take less when MICHIGAN PEAT is best? Tel—order HUGE 100 lb. bag "live action" MICH from dealer or Michigan Peat, Inc., 267 Fifth Av



WATERLI
Everything Water Ga
Free Ca
PLASTIC
Complete W
$13.9
S. SCHERER
25 Waterside Northport, L.I.
Largest Growers of Waterlilies on L.I.

HOW TO USE NATURE IN YOUR LIFE

CONTINUED FROM PAGE 113

that the unobservant might miss.

Unless you *are* aware of such delights you can hardly put nature to use in your life. For the elements that please us in nature are the same elements that please us in man's creations—that make the difference between a mere structure or product, and something we call art.

When Herbert Read calls nature the test of good form in art, it is because he sees in all patterns of unimpeded growth—crystals, vegetation, shells, and bones—the results of inevitable mathematical laws. He believes when we say a thing is "beautiful," we really mean that we recognize the operation of these laws and find them satisfying. Thus nature's shapes and proportions become a touchstone which we can apply equally well to painting, sculpture, a building, or a piece of furniture.

You don't have to understand mathematics in order to do this. Even the artist, as Read points out, is more likely to apply these laws instinctively than to plot the proportion on a graph. All you have to do is to see the evidence.

But in order to really see nature, you have to forget its effect on your personal welfare. You have to forget whether the thing you are looking at is going to keep you warm or cold, wet or dry, to add to your income, or to cause you muscular fatigue. (This shouldn't be hard when we have so many mechanical devices to rely on for comfort.) You have to look at nature as you would look at a painting—not as you would read a barometer or a map.

You also have to look at the *whole* scene, not just a few scattered parts. Some of the parts may be beautiful in themselves, but others will seem downright ugly unless you can see them in relation to the whole. Have you ever noticed the difference between a certain spot on the landscape when seen at a distance of 100 yards, and when seen from an airplane flying at 1,000 feet?

IF YOU can learn to *see* nature, as opposed to merely looking at it, you will be unconsciously influenced whenever you attempt to create a shape or to put shapes or colors or fixtures together. It will help you figure out whether a chair is in proportion to a room, or a clump of flowers to a wall behind it. It will tell you how to set a table, or what colors go together and in what proportions. It will help you to judge the pattern of a fabric, to sense which designs will continue to please until the material wears out, and which will become tiresome and irritating. You will have found in nature the yardstick of art.



NOW . . . .
EADY FOR SHIPPING

uberous Begonia Seedlings

eavy transplanted ants in Double Camel-a, Double Picotee and oubled Ruffled Camel-a varieties—Beautiful sortment of colors. anging Baskets variety so available.

25 for $4.00
F.O.B. Santa Cruz

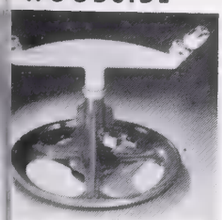
NTONELLI BROTHERS
2545 Capitola Road
Santa Cruz, California
Write for our 1951 catalog.



Better Watering, Easier
Every Use, Every Purse
Longer Trouble-Free Life

ALLENCO
SPRINKLING EQUIPMENT

LL-PURPOSE WOODSIDE



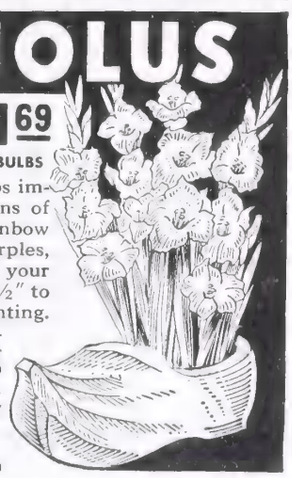
er-tip adjustment for to stream; waters circle blong for parkways or areas; revolving or sta-ry; novel base moves r, protects grass.



ALLENCO
SPRINKLERS AND HOSE ACCESSORIES
PRE-PROVED!
ASK YOUR DEALER

IMPORTED From Holland... GLADIOLUS
100 Bulbs *only* $1.69
FREE OF EXTRA CHARGE 12 ANEMONE BULBS

Now you can have beautiful Gladiolus from bulbs imported from the world famous Gladiolus Gardens of Holland for less than 2¢ per bulb. Magnificent rainbow colors: gorgeous reds, blues, yellows, pinks, purples, peach, multicolor, etc. Guaranteed to develop to your satisfaction or purchase price refunded. Already 1½" to 2¼" in circumference. Sent in time for Spring planting.

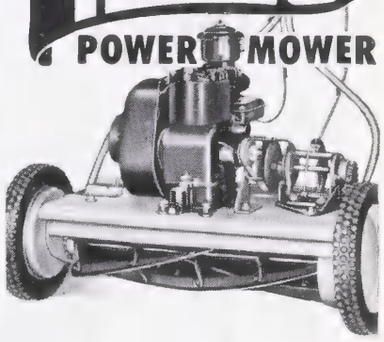


SEND NO MONEY Just send name and address. On arrival of your 100 Gladiolus bulbs plus extra gift of 12 IMPORTED Anemone bulbs, pay postman only $1.69 plus C.O.D. postage. If not completely satisfied return for money back. Cash orders prepaid. Write TODAY.

HOLLAND BULB CO.
Dept. GJ-1475 Holland, Michigan



Homko POWER MOWER



NEW MECHANICAL CLUTCH

Now everyone . . . even children . . . can mow easily and quickly with this lifetime HOMKO Power Mower

Simply raising or lowering the handle controls mower motion. No complicated gadgets . . . modern, simple. Fingertip HAND LEVER sets the walking speed desired. 18", 20" and 24" cutting widths. Powered by a nationally known, 4-cycle air-cooled gas engine. You'll be glad you bought a HOMKO!

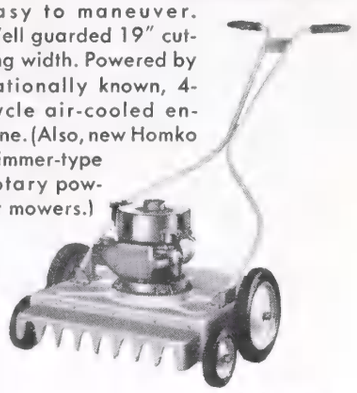
HOMKO Fold-Away Lawn Sweeper



Cleans lawn faster, easier and better. Wheels to disposal point and tips to unload extra-large basket. Adjustable brushes make it the all-purpose sweeper.

ROTARY POWER MOWER

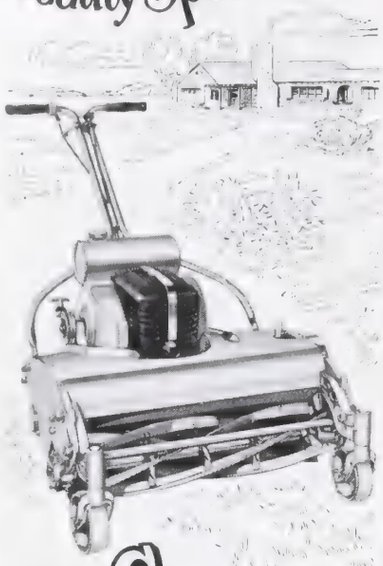
Revolutionary air-foil shaped blades give lawn a smooth appearance, also cuts high grass or weeds. Sturdily built, easy to maneuver. Well guarded 19" cutting width. Powered by nationally known, 4-cycle air-cooled engine. (Also, new Homko trimmer-type rotary power mowers.)



demand dependable HOMKO
...TRULY A QUALITY PRODUCT

WESTERN TOOL & STAMPING CO.
DES MOINES 13, IOWA

Beauty Specialist



for lovely lawns

Jacobsen ESTATE 24

For lawns where only the finest equipment is acceptable, the Jacobsen Estate 24-in. power mower is tops. Rear drive permits close trimming around trees, flower beds and along fence lines. Faster reel speed in relation to forward speed of mower leaves turf unusually smooth and uniform.

Ride while mowing. The powerful, instant-starting Jacobsen engine easily pulls a riding sulky.

Your Jacobsen dealer will show you this smooth-cutting performer. Also see the other reel-type mowers from 21 to 30-inch cutting widths plus a complete line of Jacobsen-Worthington Rotary Disc power mowers ranging from 18 to 62 inches.

Jacobsen
MANUFACTURING COMPANY
Dept. HB4 • Racine, Wisconsin

HOW A FREEZER CAN SIMPLIFY YOUR LIVING

CONTINUED FROM PAGE 124

emergencies, any days you just don't happen to feel like working.

By having a varied stock of prepared soups, main dishes, vegetables (both partially and completely prepared), fruits, desserts, bread, pies, cakes, and cookies on hand, you will be able to have better meals with less effort all the time. Once you get your freezer stocked with a wide miscellany of your own cooking, you are set for any eventuality. This isn't hard to do, but it does take thought and planning.

With a freezer, the old "left-over" nightmare and food spoilage problems can be a thing of the past. All leftovers can be quickly packaged and frozen to await future reworking as ingredients in new dishes.

THE most valuable thing about a freezer is its willing adaptability to every kind of situation. The best results are achieved when the contents of a freezer are planned to provide for a *variety* of situations ranging from a spur-of-the-moment party to hamburgers for the children's Saturday luncheon.

In one family, it may be used exclusively to simplify shopping problems; in another, it replaces a catering service for dinner parties and takes care of everything from extra ice cubes to butterballs. It can store any number of cooked meals and parts of meals which are ready to serve except for re-heating, and it can take care of school lunches for weeks at a time.

One of the greatest joys of the freezer is that it automatically saves money for you whether you care or not. Because your shopping and cooking are done in the most efficient manner and nothing is ever wasted, a freezer almost pays for itself in the first few years you own it.

Don't try to live entirely out of your freezer, but instead use it to *lighten* the burden of daily meal preparation. To illustrate this, let's study a typical menu partly prepared from the freezer stock.

Consommé Strachiatelli
Creamed Turkey Noodles
Tossed Green Salad
Berry Sherbet Oatmeal Cookies

The creamed turkey and the sherbet come out of the freezer, and the cookies came out yesterday and should be eaten up. The consommé is canned, to which you add, at the last minute, sherry, grated parmesan cheese and a beaten egg. This leaves only the salad and the noodles to prepare and the whole cooking time of the meal is about 20 minutes at the most.

Chances are that, if you had to cook the entire meal at once, you would be inclined to skip the soup and cookies and substitute a less interesting and less refreshing dessert. Best of all, when you made the berry sherbet and the turkey, you made enough for two or three meals, so this same 20-minute dinner can be repeated later with other variations.

By using the freezer cleverly, you will have better meals and a more interesting variety. Instead of having ham every day for two weeks, freeze it after it has made its second appearance. Slice some as the basis for a ham and spinach soufflé. Just thaw, add eggs and bake. Make a creamed ham and artichoke casserole. Grind or shred some for sandwiches and omelettes. And finally make split pea soup

Wayside Gardens

SUPERIOR GARDEN SUBJECTS

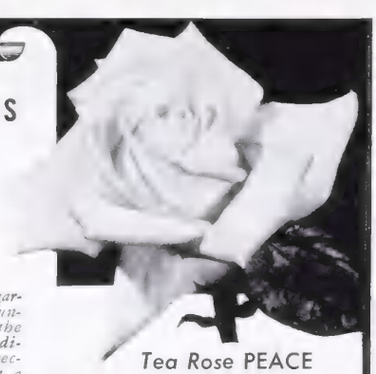
It's not luck nor the proverbial "Green Thumb" that gives your garden lasting beauty, but the *quality* and *pedigree* of the stock you buy. Wayside Gardens' prize-winning roses, bulbs, shrubs and "*pedigreed*" root-strength plants are the finest obtainable in America.

SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

Wayside's new catalog is a "must" for every garden lover. Almost 200 pages, filled with hundreds of glorious, true-color illustrations of the newest and best roses, shrubs, bulbs and "pedigreed" hardy plants. Complete cultural directions for each item. Not just a catalog, but a valuable reference book. To be sure you get your copy, it is necessary that you enclose with your request 50c, coin or stamps, to cover postage and handling costs.

32 MENTOR AVE. MENTOR, OHIO

Wayside Gardens



Tea Rose PEACE
Rose sensation of the Century
Huge, radiant yellow buds edged in cerise open to gorgeous 5" alabaster blooms. Long lasting flowers bloom all season in endless succession. Shades of color vary from canary-yellow, gold, cream to ivory edged with pink. Ea. $2.00; Doz. $20.00.

"we mend all but broken hearts"
Art Objects
China • Gl
All Jewelry
Ivories • Bel
Music Boxes •
Watches • Atomize
Onyx • Leather
Wood • Gadgets
Mother of Pearl
Lamps Mounted
Replating
LITTLE G
FIXIT SH
1300 B Madison Avenue (92nd), N.

AFRICAN VIOLETS
are EASY to GROW the VIRDANS
Start them blooming by potting or transplar our "MAGIC" SOIL ($1.25 a package; 2 f pp. in U.S.) Keep blooms coming by feedin DANS PLANT TONIC—the ONLY plant foo especially for African Violets ($1.25 a packag Virdans FIRST AID KIT gives complete pr from insect pests ($3 ppd.) Complete VIRD.A structions with every order. Free circular.
Virdans Farms, Box 123-V Phelps, Nev



BIRD BATH $5
IN COLORS
Direct from Factory to You. Cast stone, Tw Height 24", Bowl Diameter 19". Colors Blue, Green, Red. Color combination if
MISHEK COMPAN
WASECA, MINN.



RARE CAC
WINDOW GARDENER'S DELI
Our 1951 colored catalog Lavishly ill Hundreds pictured and described. Full cultural directions. A handbook of cactus lore FREE TO CUSTOMERS. If wanted for reference 18c is appreciated for mailing costs. For your copy Write Now to P O B
JOHNSON CACTUS GARDENS . . . PARAMOUN

BLUE SPRU
TRANSPLANTS 5 fo
Superior stock, well branched 5-year-old transplants, 6 to 10 inches tall. Postpaid at planting time. For complete evergreen, fruit and shade tree catalog, write Box 10-D.
MUSSER FORESTS, Inc.
Indiana, Pa.



MINIATURE RC
Imagine a Rose Bu 8" high with perfe blooms! Fragrant. Gr side, outside. Year blooming. Easy to c Comes ready to blo self fertilizing pot gift. ☐ Red, ☐ Pink, Pink, $2.50 each, 3 f postpaid. Send for fre
JOHN THUMB, DEF
BOX 132, PORTLA
OREGON

CLEMATI
CLIMBING VINE of RARE B
Easy-to-grow, hardy—produces fusion of delicate flowers in spr early summer. Ideal for fence, or wall. 38 varieties in wide colo tion, valuable cultural informa our free colorful catalog—Writ
JAMES I. GEORGE & SON, Box E, Fairpo

WHAT CAMP *will the most for* MY *chi*
Every year Cosmopolitan Maga experienced, college-trained helps hundreds of perplexed p solve their children's summer ment problem. This individu Camp Information Service is able to you, too . . .
WITHOUT COST OR OBLIGATION
Just write, or telephone Col 5-7300, Ext. 446, giving age of special hobbies or interests, ap mate rate you expect to pay a preferred location. Address Di
COSMOPOLITAN CAMP DEPARTMEN
57th St. at 8th Avenue, New Y



WINNER of a place in the permanent ection of the Museum of Modern Art,

WINNER of a place in the homes o erns all over the world . . . plastic erware that will last as long as its e in 6 soft, through-and-through colors. we tell you more? A free descriptive let is yours the asking. Watertown

ERTOWN MANUFACTURING COMPANY Porter Street, Watertown, Connecticut

O MORE DARK CLOSETS

GHT GOES ON as door opens
OES OFF as door closes



ASK FOR SLATER
KLOZ-A-LITE
at better stores everywhere
Modernize your closet in a jiffy! Attach and plug into any outlet! Long cord, simple instructions included. $2.49
If unobtainable in your neighborhood send $3.50 for 2. Postage paid.



ATER APPLIANCES, INC., Dept.H4, Woodside, N. Y.

CT YOUR STOVE TOP
ARISTO-MATS
INSIST ON THE GENUINE • ACCEPT NO SUBSTITUTES

ANTED JEWELRY
We buy old or broken jewelry. Highest cash prices paid immediately. Mail us gold teeth, watches, rings, diamonds, silverware, eyeglasses, old gold, silver, platinum, etc. Satisfaction guaranteed or your articles returned. We are government licensed. Write for FREE information.
ROSE SMELTING CO.
29-HB East Madison St., Chicago 2, Ill.



DECORATOR
CORNICE
TO PAINT
WALLPAPER
SLIP-COVER
or Windows up to 48" $1.99
or Windows up to 84" $3.49
Complete with brackets, screws; ready to paint, paper, slip-cover . . . install in 2 min. Gives a professional decorator's touch of loveliness to your windows. Easily shortened to any length. Made of smoothly sanded plywood. Makes windows appear wider. Lower edge neatly scalloped. 6" deep. End brackets slotted for curtain rods.
il Today! Enclose Check or M.O.; P.P. Collect
GUARANTEED SATISFACTION

RPER FURNITURE CO., 17 W. 7th St. Cincinnati 2, Ohio
d ___ cornices @ 1.99 ea. ___ cornices @ 3.49 ea.
me
dress
/ Zone State

with the bone. This will take you one morning,—but you will wind up with the main part of five or six meals which can be effortlessly put together later.

Treat turkey, roasts, and any other enduring dishes the same way. Large cakes can be frozen when they are half used and are becoming a little boring.

Don't be like the woman who, when asked how she managed to keep her freezer stocked, said, "Oh, whenever I take a meal out of it, I always have another one all ready to put in."

Don't be a slave to the freezer or it loses its value. Instead, find the easiest way to keep it going. By spending a morning or an afternoon a week (with a careful plan in mind), you can do almost all of your time-consuming cooking. Remember to arrange it so that procedures overlap if possible (as with the ham when you used a cream-sauce base for both the casserole and the soufflé mixture), and try to keep your dishes varied so that you don't wind up with *all* desserts or *all* casseroles.

The other way to keep your freezer stocked with prepared dishes is to make double amounts of things as you do your regular cooking. Bake two cakes, make two pies, fry two chickens, or make twice the usual amount of raspberry sauce. There is little extra work—but very little—involved, and you reap the reward of having bonus meals in the future.

How to use leftovers

Then there is the wise use of leftovers—just remember to do something about them *right away*, and don't try to freeze them after they have been sitting around for several days. Make a curried soup of extra vegetables or hash with the rest of the roast beef. Put other leftovers in carefully labeled packages, and put them all in one place to await your inspiration. Keep them where you can see them, so you don't forget.

Don't develop the habit of "throwing it in the freezer." Some things do not freeze well, and haphazard storing can clutter and waste valuable space. Be sure everything you put in is a good freezing item and is properly packaged for storing.

Freezer can simplify shopping

For many families, the home freezer can replace the corner super-market and favorite bakery, except for one or two trips a month. When marketing is the biggest problem, as it is for instance with small families of adults who all work, and for people who live in isolated places, the freezer has great advantage as a storage unit for perishable foods bought in large quantities. If time is of the essence as well, it is probably wise to rely largely on commercial packaged foods, or else take your marketing to a locker plant and have it prepared for freezing. Either way you save time, and don't forget that any food, particularly fruits and vegetables, is more than halfway prepared when it comes out of the freezer. Vegetables are clean and uniform. Their cooking time is shorter than for fresh ones. Fruits are ready to eat in most cases.

Economical buying

If you are interested in economy, a freezer allows you to take advantage of special prices in your market, and you are able to buy seasonal foods in quantity when the price is lowest. You will have storage space for the good buys that can be made in the country where produce is wonderfully fresh and prices low.

Those out-of-the-way trips you have been in the habit of making occasionally to bring home a special kind of bread, or extra-plump chickens, or fish and shrimp fresh from the wharf, become definitely worth while when you can bring things home in quantity. Even a special expedition to buy beef that is just the right age for freezing is worth the effort when you can buy enough for several months.

(Continued on next page)

HOMEOWNERS...
the heavy heating season is over!

Now you can
REPLACE
that fuel-wasting, troublesome oil burner
WITH
long lasting—low pressure
OIL-O-MATIC



Get a lot of heat
Use but little oil
Save money!

Now that the heating season is over, do something about those outrageous fuel bills and that trouble you've been having! Install OIL-O-MATIC...and you'll be amazed at the low cost of wonderful, clean, convenient oil heat.

OIL-O-MATIC BURNS THE *HOTTER* OILS (catalytics)! *More* heat per gallon—*fewer* gallons per heating season!

OIL-O-MATIC MEASURES OIL DROP BY D-R-O-P. No uncontrolled flow that *wastes* your heating dollars!

OIL-O-MATIC . . . LASTS A *LIFETIME!* Of ALL Oil-O-Matics installed in the past 20 years, over 90% are still operating with *trouble-free performance.*

FREE!
Get the new 1951 Edition
OIL BURNER BUYER'S GUIDE



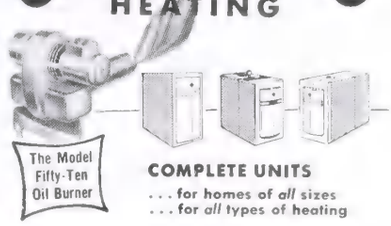
Revised, fact-filled booklet tells about new developments in the *hotter* fuels and equipment engineered to burn them! Send NOW for "There is a BIG Difference in Oil Burners." (Better yet, ask your local Oil-O-Matic dealer for your free copy—he's listed in the classified phone book under "Oil Burners.")

To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois

Please send new edition of buyer's guide, "There is a BIG difference in Oil Burners."

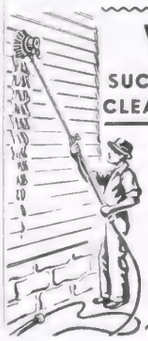
Name
Address
City State HB-4

WILLIAMS
OIL-O-MATIC
HEATING



The Model Fifty-Ten Oil Burner

COMPLETE UNITS
. . . for homes of *all* sizes
. . . for *all* types of heating

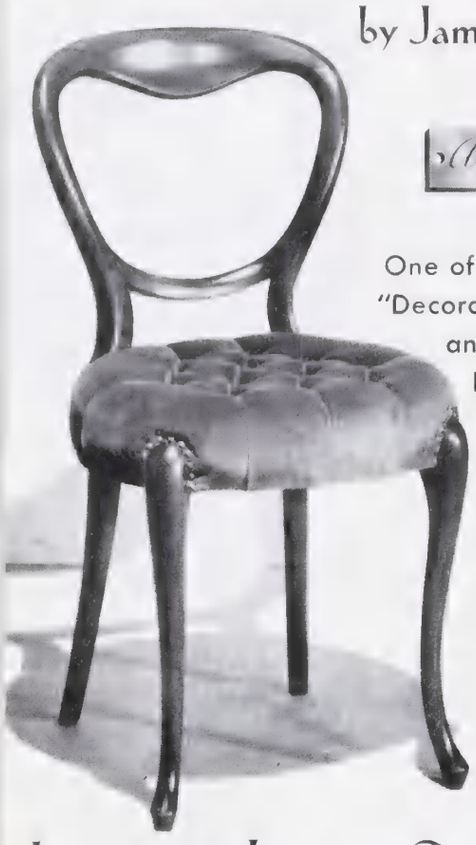


WASH YOUR HOME!
SUCCESSFUL HOUSE WASHER
CLEANS LIKE NEW PAINT JOB!



Cleans Porch and Basement Floors
SAVES PAINT and MONEY
EASY TO USE!
Seven foot light extension hose on handle attaches to garden hose—valve controls soap, scrub and rinse operation. Has 3 ft. Telescope handle which opens to 6 ft. long. GUARANTEED not to leak. Supplied complete with sufficient detergent tablets to wash average two story home at only **$14.95 POSTPAID.** Short handle model pictured above, only **$11.95.** Made of aluminum and brass, both now in short supply. If restrictions prevent delivery, your check will be returned immediately. ORDER DIRECT or write for details.
TUCKER MFG. CO., Dept. HB-451, Cedar Rapids, Iowa

The Julia Armitage Side Chair
by Jamestown Lounge



"A decorator chair"

One of the famous "Decorator Chairs." A simple and beautiful American Provincial adaptation in Solid Mahogany that can be used with equal facility as a dining chair or in the living room.

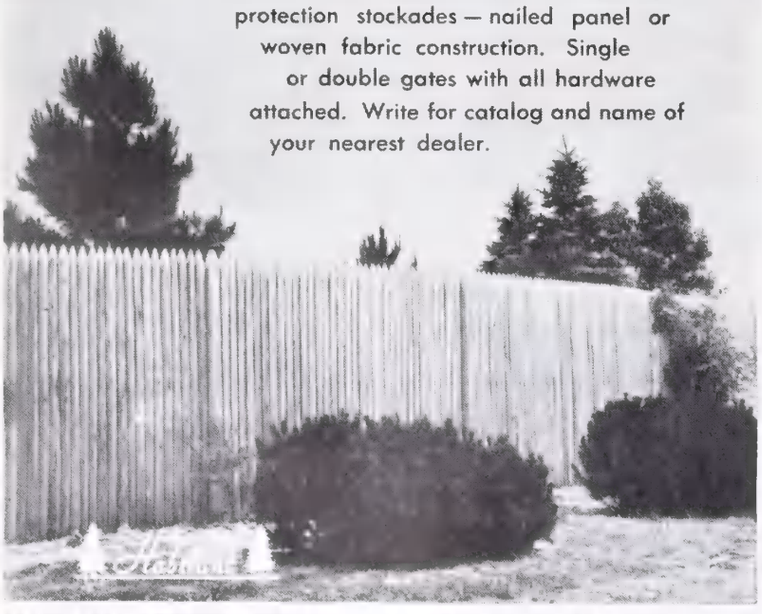
The luxury of a foam rubber cushion is provided with custom hand tuffing. Your choice of 20 colors in velvet.

See your dealer.

Jamestown Lounge Co., Jamestown, N.Y.

Habitant Factory Fabricated RUSTIC WOOD FENCE

Your home and garden deserve the protection and dignity of Habitant Rustic Wood Fence. Factory fabricated from durable Michigan White Cedar, Habitant Fence is completely assembled in standard length sections, plus special length sections to fit your exact ground plan. A wide variety of designs, from low, spaced picket styles to high, tight protection stockades — nailed panel or woven fabric construction. Single or double gates with all hardware attached. Write for catalog and name of your nearest dealer.



HABITANT FENCE INC. • BAY CITY 16, MICHIGAN

HOW A FREEZER CAN SIMPLIFY YOUR LIVI

CONTINUED FROM PRECEDING PAGE

Yearling beef is the best buy for a freezer, and, as with all meats, you should be *absolutely sure* that it has never *at any time* been frozen.

That is why it is better to buy meat for your freezer from a regular locker-freezer slaughter house rather than from an ordinary butcher. Much of the commercial butcher stock in many markets may, at one time or another, have been frozen, and unless your butcher is honest and co-oper and knows what you intend t with the meat, you are likely t meat which should not be fr at all.

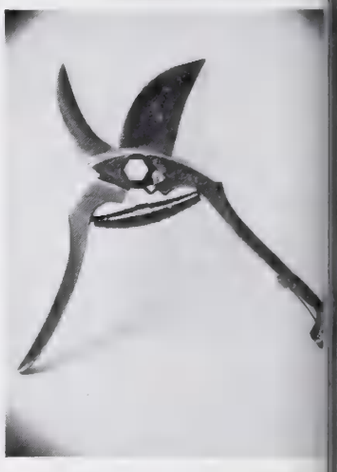
If you are travelling and c upon a wonderful kind of brea prize fruit, or catch some trout, you don't have to spend next weeks dreaming about it. can take advantage of any bon by getting it right home and your freezer.

WORK-SAVERS for gardeners

PHOTOGRAPHS BY GOTTSCHO-SCHL



■ "Suds-O-Matic" nozzle attaches to your garden hose, dispenses soap solution (for washing cars, etc.) or DDT spray, depending upon which capsule you insert. Tool & Equipment Corp., Philadelphia, Pennsylvania.



■ Sturdy pruning shears are a n sity. This is the Wilkinson Sword per," made in England but now able here. Expansion spring make easy opening. Locking tab (en right handle) makes shears saf carry in your pocket.

THE SAFE WAY TO BUY . . .

. . . IS TO ASK FOR BRANDS BY NAME—THE LEADING BRANDS YOU SEE REGULARLY ON THE ADVERTISING PAGES OF HOUSE BEAUTIFUL AND ITS SUPPLEMENTS, GUIDE FOR THE BRIDE, BUILDING MANUAL AND PRACTICAL GARDENER. IT'S THE SAFE WAY TO INSURE TOP QUALITY, DEPENDABILITY . . . AND LASTING SATISFACTION.

OW TO BETTER YOUR HOME... BETTER YOUR LIVING

roducts advertised in HOUSE EAUTIFUL are your guide to sat-faction. Ask for them by name "BETTER your home... better our LIVING." An asterisk (*) eside the name of a product in-icates that a booklet, or other formation is offered in the ad-rtisement. Write to the manu-.cturers for your copies today.

Home Furnishings

BATHROOM ACCESSORIES

200 Vinylite for Shower Curtain
Bakelite Div. Union Carbide & Carbon Corp.

CHINA, GLASS, SILVER & TABLEWARE

156 *Alvin Sterling
227 Ballerina China
146 *Duncan's Lily of the Valley Rock Crystal
203 *Cemar Tableware
161 Fisher Silversmiths
87 Heirloom Sterling
78 Heisey Orchid Crystal
53 *Lenox China
217 *Lifetime Ware
84 *Orrefors Whirlpool bowl
229 *Pacific Silver Cloth
8 *Reed & Barton Silver Service
174 Rose of Sharon Silver by Whiting
28 *Royal Doulton China
157 *Spode Dinnerware
223 *Swedish Crystal-Brodegaard
10 *Syracuse China
168 Tiffin Glassware
155 Viking's Prelude Crystal
54 Wallace Sterling
1 *Russell Wright American Modern

CLOCKS

224 *Colonial Hall Clock
205 *Seth Thomas Dynaire Clock

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

159 *Berkshire Combed Organdy Curtains
187 *Boltaflex Upholstered Furniture
63 Everfast Cobble-Tex Fabrics
119 *Fincastle Fabrics
247 Harper Decorator Cornices
5 *Hathaway Dot Curtains
198 *Kirsch Drapery Hardware
169 *Masland Duran Upholstery
153 Mead & Montague Decorative Fabrics
167 *Waverly's Match-Maker "Fabrics"

FIREPLACES & ACCESSORIES

167 *Heatilator Fireplace

FLOOR COVERINGS (RUGS & CARPETS)

212 *Artloom Carpet
e Front
over Caltwist Carpets
88 Celanese Blended Rugs
152 *Down's Carpets
191 *Duraclean Service
66 Firth Carpets
176 *Gulistan Carpets
188 Hardwick Wiltons
51 Karastan Rugs
201 Lees Carpets
163 *Magee Carpets
, 27 Masland Beautiblend Broadlooms
, 13 Alexander Smith's Carpets
17 *Spongex Rug Cushion
228 Priscilla Turner Hooked Rugs
207 Waite Carpets
11 *Wunda Weve

FLOOR COVERINGS (HARD SURFACE)

221 *Amtico Rubber Flooring
14 Goodyear Wingfoot Vinyl Flooring
75 Nairn Inlaid Linoleum

FURNITURE

150 *Albert Furniture
230 *Baker Furniture
229 *Beacon Hill Furniture
187 *Berk-Lock 3-in-1 Chair
187 *Boltaflex Upholstered Furniture
6 *Brandt Tables
227 Campbell Chairs
205 *Continental Furniture
184 *Craddock Furniture
2, 3 *Cross Country Furniture
154 *Drexel Furniture
64 *Dunbar Furniture
42 Ficks Reed 'Caribbean Casual'
Inside Back Cover *Formica for Table Tops
206 Futorian Furniture
79 Grosfeld House
220 Globe Furniture
199 *Heywood-Wakefield Modern Furniture
161 *Hungerford Dresser
223 *Johnson Furniture
248 Jamestown Julia Armitage Side Chair
25 *Kent-Coffey Furniture
81 *Kling Furniture
37 Kuehne Chrome Dinette Set
169 *Masland Duran Upholstered Furniture
157 *Herman Miller Modern Furniture
209 *Molla Metal Furniture
230 Morganton Furniture
190 *Natcolite Nevermar Table Top
225 Romweber Furniture
172 *Rway Furniture
211 Salterini Neva-Rust Furniture
216 Sprague-Carlton Hearthstone Group
215 Springfield Furniture
147 *Tell City Chairs
226 Tropique Furniture
219 *Unité French Provincial Bed
222 Upholstery Leather Group
23 Valentine Seaver Furniture
16 Weiman Collection
148 *Whitney Maple Furniture
162 *Williamsburg Restoration Reproductions
165 Woodard Spencerian Furniture

LAMPS

207 Verplex Lamps & Shades

LINENS & BEDDING

174, 175 *Martex Towels
225 *North American Lace Cloth
15 Quaker Lace Cloths
39 *Simtex Modern Cloth
65 *Utica Beauticale Sheets
90 Wamsutta Towels

MATTRESSES & PILLOWS

83 Playtex Superfoam Pillows
173 Perm-a-lator Wire Insulators
219 Ostermoor Mattress
85 Serta Mattresses

MIRRORS

174 *Donnelly-Kellev Mirrors
52 Nurre Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS, TELEVISION

9 Admiral Television-Phonograph-Radio
228 *American Society of Piano Technicians
169 Columbia Records
250 *Everett Piano
18 General Electric Television
80 Magnavox Television-Radio-Phonograph
228 Scott Television-Radio-Phonograph
227 V-M Tri-o-matic Phonograph
213 *Wurlitzer Organs

SHADES, BLINDS, WALLCOVERINGS

84 *Caribbean Cruise Wallpaper—Stockwell
197 Eastern Pre-Fab* Venetian Blinds
89 *Glendura by Imperial
217 LevOlor Venetian Blinds
147 *Pella Venetian Blinds
160 Strahan Wallpaper
61 *Thibaut Wallpaper
189 *United Wallpapers
171 *Veni-Plex Custom Blinds
229 *Zephyr Awnings

MISCELLANEOUS FURNISHINGS

218 *Peerage Brass Accessories
204 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

214 *Blackstone Automatic Washer & Dryer
76 Dulane Fryryte
203 G-E Disposall
183 *Hamilton Automatic Clothes Dryer
185 *Hobart KitchenAid Dishwasher
225 *Howard Cabinets
228 *In-Sink-Erator
217 Kloz-a-lite
179 LP Gas Appliances
239 *Majestic Home Incinerator
197 Ruud Hot Water Heater
193 *A. O. Smith Automatic Water Heater
247 *Tucker Mfg. Co.
186 Universal Tank Cleaner
170 West Bend Flavo-Matic Percolator

KITCHEN CABINETS

38 *Geneva Kitchens
220 *Kitchen Maid Kitchens

MISCELLANEOUS SUPPLIES

247 Aristo-Mats

Building

ELEVATORS

116 *Inclinator Elevators
219 *Shepard Elevator

HEATING, VENTILATING & AIR CONDITIONING

215 *B & G Hydro-Flo Heating
131 Bryant Gas Winter Air Conditioner
226 *Burnham Base-Ray Radiant Heating
197 *Chelsea Fan
158 *Hunter Package Attic Fans
195 *Ilg Ventilation
141 *Modine Convectors
229 *Mor-Sun Furnace
247 Williams Oil-O-Matic Heating
219 *Winkler LP Oil Burner
221 *Young Low-Level Convectors

INSULATION

217 Johns-Manville Insulation

PAINTS

196 *Cabots Cresote Stains
204 *Cuprinol Wood Preservative
24 *Martin-Senour Paint
228 Minwax Wood Finishes and Waxes
202 *O'Brien Paints
240 *Ramuc for Pools
164 Sherwin-Williams Paints
191 *Standard Koverflor

PLUMBING

192 *Eljer Plumbing Fixtures
77 Crane Plumbing Fixtures

WINDOWS & DOORS

228 *Burrowes Combination Windows
193 *Crawford Marvel-Lift Door
210 *Fox-Made Gate City Awning Windows
193 National Guard Screen Door Grilles
177 *Pittsburgh Plate Glass
82 *Rusco Windows and Doors
217 Sterling Hardware Sliding Doors

WOODWORK

7 *Bruce Hardwood Floors

MISCELLANEOUS BUILDING

159 *Brown's Supercedar Closet Lining
195 *Marble Inst. of America
173 *Mississippi Glass
115 *National Adequate Wiring
248 *P C Glass Blocks
208 *Portland Cement Assn.
151 *VitroFlex Glass Paneling
185 *Romany Tiles
230 *Wynnco Rain-L-Flo Gutter Tube

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

245 Allenco Sprinklers & Hose Accessories
237 *Anchor Post Fence
238 *Ateo Motor Mower
240 *Belknap Mower
243 Clinton Engine
238 *Excello Power Mower
241 Eclipse Power Mower
244 *Dubois Fence & Garden Co.
248 *Habitant Fence
236 Jons Springler
246 Jacobson Estate Power Mower
242, 243 Milcor Pickup Cart & Rack
245 Homko Power Mower
246 Mishek Co.
244 *National Mower
235 *Pincor Power Mower
239 Rusticraft Fence
237 *Savage Lawn Mower
237 Speedline Tools
238 Sunbeam Rain King Automatic Sprinkler
240 *Trim Master Jr.
236 Waterbury Garden Tractors
231 Weirton Steel for Garden Tool

FERTILIZERS & INSECTICIDES

232 Armour Fertilizer
243 DuPont Floral Dust
244 End-O-Pest
244 Michigan Peat
239 Plant of the Month Club
236 Rootone
241 Vigoro

SEEDS, BULBS & NURSERIES

245 *Antonelli Bros.
10 Colorado Carnations
244 *Farr Nursery
239 *Frentzen Floral Garden
246 *James I. George
245 *Holland Bulb Co.
246 *Johnson Cactus Gardens
236 *Iris Test Gardens
233 Marie Kruse
239 *Mandeville & King
246, 239 *Musser Forests
239 *Pitzonka's Pansy Farm
244 S. Scherer & Son
236 *Scotts Lawn Care
246 *John Thumb
246 *Virdan Farms
246 *Wayside Gardens
239 *Whitney Seed Co.
236 *Wilmat Holly

TREE EXPERTS

234 *Davey Tree Expert Co.

Books

29 The Art Book Guild of America
11 *Book-of-the-Month Club
71 Marboro Books

Foods & Beverages

178 *Cointreau
209 Cresta Blanca Wine
206 Drysack Imported Sherry
181 Imported Brands—Kord
225 Garnier Liqueurs
228 Paragon Packing Co., Crab Meat
183 Sell's Specialties Inc.

Travel

180 *Bermuda Trade Dev. Board
182 Canadian Pacific
Back Cover *Moore-McCormack Lines

Miscellaneous

246 *Cosmopolitan Camp Dept.
227 Thomas Cort Shoe
247 *Rose Smelting

Department, Furniture, Jewelry & Specialty Stores

35 Black, Starr & Gorham
69 Cartier
29 Colby's
73 Colten's
19 Mrs. Dorothy Damar
34 J. F. Day & Co.
68 Gilchrists
13 Georg Jensen, Inc.
45 Macy's
31 Mermod-Jaccard-King
67 Wilson-Jump

BETTER YOUR HOME · BETTER YOUR LIVING

Even the simplest melodies reveal the "grand piano" tone of this new spinet. Secret of this amazing performance is *dyna-tension*, Everett's extra tension string principle . . . until now available only in costlier models.

Beautiful furniture-styled models are now on display . . . exclusively in America's leading music houses. Write today for free catalog and list of authorized dealers.

Everett Piano Company, South Haven 33, Michigan



dyna-tension EVERETT

. . . A SPINET ONLY IN PRICE, SIZE AND STYLING

Garden Service Gate



• This is real planning—sign for quick identification, high wall and locked gate for complete privacy, space for milk delivery (milk protected from sun by doors on both sides); streetside, enclosed trash box; yard light with switches inside and outside gates.



"Baker" is a special kind of furniture . . . designed, built and finished to please those who appreciate the finest.

TRADE MARK

Baker Furniture, Inc.

CABINET MAKERS

20 MILLING ROAD, HOLLAND, MICHIGAN

For your copy of the "Baker Guide to Good Furniture," please send 25c to Baker Furniture, Inc.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS

House Beautiful

MAY 50¢
55¢ IN CANADA

BURLINGAME
PUBLIC LIBRARY
Burlingame, Calif.

1951

1951



The PACE-SETTER HOUSE *for 1951*

giving or getting you'll be proud...

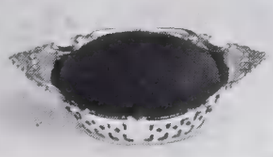
IT'S *Gorham* STERLING

Your friends and family who receive your gift of Gorham Sterling know you are sending only the *finest* sterling. Regardless of what you wish to spend, a Gorham gift expresses better than words ever could, your good taste in authentically designed sterling. Shown at right Duchess Chantilly Coffee Pot $325.



Prices Incl. Fed. Tax

from $5.50 up



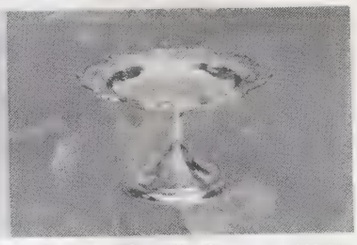
Pin Cushion. $5.50. Length 3¾". Burgundy velvet, removable cushion.



Fairfield Bonbon Dish. $10.00. Diameter 5¾". Other Bonbon Dishes to $22.50.



Salt and Pepper Shakers. $15.00 pr. Height 4½". Others from $12.50.



Duchess Chantilly Compote. $20.00. Diameter 6¼". Height 3⅞". Others from $13.50.

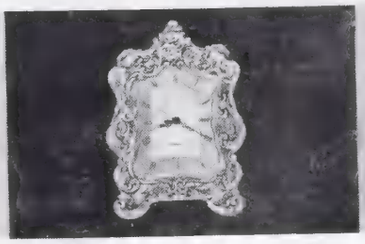
from $25.00 up



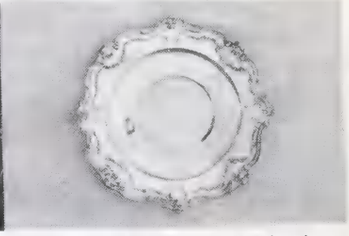
Sugar and Creamer. $25.00. Others up to $85.00.



Puritan Bread Tray. $30.00. Length 12". Other Bread Trays to $42.50.



Victorian Clock, Sterling frame, alarm. $35.00. Height 5". Matching picture frame. $12.50.



Duchess Chantilly Sandwich Plate. $45.00. Diameter 10½". Others $22.50 to $65.00.

from $85.00 to $2,450



Paul Revere Bowl. $85.00. Capacity, 5¼ pts. Diameter 9". Height 4½". Others from $27.50 to $350.00.



Puritan Pitcher. $100.00. Capacity, 4¼ pts. Height 8¾". Other pitchers up to $650.00.



Duchess Chantilly Tea Set. (5 pieces) $1,075. Kettle. $600. Tray. $775. Other five-piece sets $325 to $1,600.



LOOK FOR THIS SEAL on the underside of every Gorham* Sterling piece. Your guarantee of the finest!

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

WATCH FOR YOUR GORHAM DEALER'S ADVERTISEMENTS IN YOUR LOCAL NEWSPAPER.

WRITE FOR FREE GIFT FOLDER. DEPT. B. THE GORHAM COMPANY. PROVIDENCE 7, R. I.

*TRADE MARKS COPYRIGHT 1951 BY THE GORHAM COMPANY



Through the almost continuous expanse of glass of this handsome house on the crest of a hill near La Grange, Missouri, Mr. and Mrs. W. Emery Lancaster can look out upon their family acres of Mississippi valley farm and woodland. In this view, the guest wing is on the left, the living room at far right. Behind the living room is the dining room—and beyond, the service wing. From his desk in the master bedroom—his "country office"—Mr. Lancaster can oversee his farming operations. William F. Deknatel, Chicago, was the architect. Samuel R. Lewis and Associates, Chicago, designed the heating system.



The large glass areas of the living room—in heating zone 1—were designed not only to take advantage of the magnificent view, but to allow maximum light and winter sunshine to enter. This tends to vary the heating requirements far more than in rooms not exposed to this degree of solar radiation. A thermostat located here couldn't control satisfactorily the temperature in the guest wing, the service wing, or in the rooms upstairs.

Whether you prefer traditional or modern architecture, you're sure to favor this

Wonderful New Trend In Comfort Control

You'll never know what real comfort is, until you live in a house that's divided into separate heating zones—each controlled by its own thermostat system



The country home of Mr. and Mrs. W. Emery Lancaster near La Grange, Missouri, is an excellent example of how modern architecture—with its spaciousness, lavish use of glass and freedom of design—makes possible truly luxurious living. And it's an excellent example, too, of how the new trend in home heating control can give you truly luxurious comfort.

Architect William F. Deknatel knew from the start no ordinary heating control system would do, realized a single thermostat—no matter how carefully it was located—would simply be a compromise with comfort.

"We knew," says Mr. Deknatel, "that the four areas in the home presented four separate heating problems. The only way to insure genuine comfort was to consider each area—living, guest, service and upstairs—a separate heating zone."

And because this was done—with a separate thermostat system controlling each zone—the Lancasters and their guests have a totally new idea of comfort. No matter what the weather, the temperature is just right in every part of the house.

That's why *you*—if you would like to have luxurious, even warmth all winter long—should ask your architect and heating engineer about Honeywell Zone Control. The kind of comfort the Lancasters enjoy can be *your* kind of comfort—if you have enough thermostats* in your home.





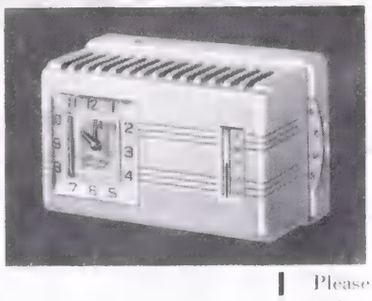


If this guest room — in the west wing heating zone 2 — and the living room were *both* controlled by the same thermostat, the heating would often be out of balance. But Zone Control here compensates for solar radiation, fireplace effect, occupancy and exposure differences. And zoning makes it possible to provide lower temperatures here when there are no guests. The service wing, with its special set of heating problems, is located in zone 3.

The master bedroom on the second floor is in heating zone 4. The downstairs thermostats could not provide complete comfort up here because the area is too remote — and has a far different set of exposure problems. For this reason, the second floor has its own heating zone, controlled by its own thermostat system.

In this manner automatic control systems, acting independently, control the heating in each of the four areas of the house. This provides the right temperature at all times in every room of the house in the most changeable weather — a result it would be impossible to achieve without Honeywell Zone Control.





*Honeywell Electronic Clock Thermostats, of course — the most sensitive, most accurate thermostats ever built! They *automatically* lower temperatures at night so that you have a refreshingly cool room to sleep in: *automatically* raise them in the morning so that you get up in a nice, warm house.

MINNEAPOLIS
Honeywell
First in Controls

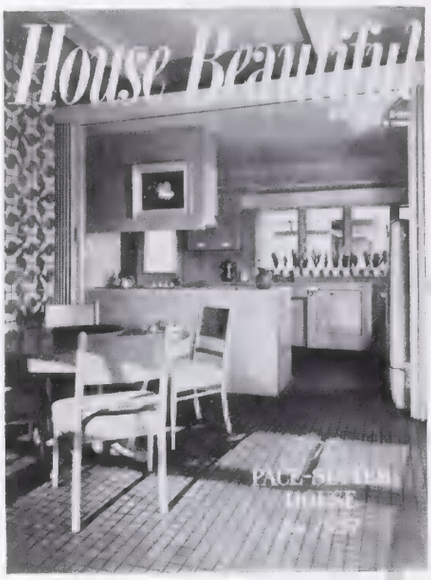
MINNEAPOLIS-HONEYWELL REGULATOR CO.
2740 Fourth Ave., South
Minneapolis 8, Minn

Please send me your free booklet "Plan to Enjoy a New Concept of Living Comfort in Your Home."

Name _____

Address _____

City _____ Zone ____ State ____



On our cover: The kitchen and dining area of House Beautiful's Pace-Setter house for 1951 shows how completely a home can express the social forces and attitudes of the age in which it is built. Since housewives today do their own work, the kitchen of this house was planned as a livable, enjoyable area in which to accomplish daily chores with the minimum of effort. Family life revolves around this homemaking hub, and it is literally the center of the house as you can see from the plan on pages 137-138.
The Pace-Setter house, located at 57 Judson Avenue, in Dobbs Ferry, New York, will be on exhibition from April 16 until June 30.

The magazine dedicated to the business of better living

ELIZABETH GORDON
Editor
RICHARD E. BERLIN
President
RICHARD A. HOEFER
Publisher

FRANCES TAYLOR HEARD
Home Furnishings Editor
WALLACE F. HAINLINE
Art Director
ROBERT W. CARRICK
Managing Editor
CHARLOTTE EATON CONWAY
Equipment and Appliances
JAMES MARSTON FITCH
Architectural Editor
MARION GOUGH
General Features and Textiles
PATRICIA GUINAN
Window Shopping
JEAN HARRIS
Food Editor
DR. JOSEPH E. HOWLAND
Garden Editor
HELEN LITTLE
Merchandise Editor
SARA LITTLE
Decoration
ELAINE NEAL
Decorating Adviser
JULIE POLSHEK
"It's Worth Mentioning"
MARY ROCHE
News Editor
MARION ROWLAND
Copy Editor
MARY SHEPHERD
Decoration
VIRGINIA STANTON
Party Editor
LAURA TANNER
Decoration
RICHARD WILLIAMS
Music
KENNETH YOUNG
Decoration

STAFF CONSULTANTS

MILES L. COLEAN
Building Adviser
JULIUS GREGORY
Consulting Architect
CARL FOSS
Color Consultant
CLIFF MAY
Construction
RAYMOND RITCHIE
Assoc. M. Amer. Soc. C. E.

Vol. 93 No. 5

MAY 1951

THE PACE-SETTER HOUSE FOR 1951

Defining the American Way of Life Executed in the American Style. 107
The American Style Living Room. 108-111
How to use This Pace-Setter House 112-113
The New American Style Puts People First. 114-115
The Two-Car Family With a One-Woman Kitchen. 117-127
Bedrooms Double as Private Sitting Rooms. 128-135
This House Was Planned for Climate Control and Privacy. . . . 136-137
Climate Control Is a Lot of Little Things. 138-139
Climate Control Is Engineering 140-141
Here Is a Climate-wise Structure. 142-143
How to Have a Longer Summer. 144-145
Climate Control Tricks 146-147
What Should Be in a Pace-Setter "Pantry". 148-149
How to Use a Decorative Motif. 150-151
Pace-Setter Fabrics in the American Style. 152-153
Landscapes without Waiting. 154-155
It's the American Way to Have System and Order Everywhere. 156-159
How the House Was Painted 194
Needlework that Springs from Decorating. 196-197
How to Lick the Insect Problem. 224
A Comfortable Weather-wise Roof. 226
Pace-Setter Wiring 228
Garden Storage 250-252
Snow Plowing—Grass Cutting. 253

OTHER FEATURES

Where Did He Inherit His Talent?. 20
Window Shopping 26-88
Take It Easy, Lady! 92
It's Worth Mentioning. 97
How to Leave Home and Like It 104
May in Your Victory Garden 256

ADVERTISING INDEX 263

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES, INC., 57 MADISON AVE., NEW YORK 22, N. Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES. & TREASURER; A. S. MOORE, VICE-PRES.; ROBERT P. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; J. F. MCCAULEY, SECRETARY. COPYRIGHT 1951 BY HEARST MAGAZINES, INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 57 MADISON AVE., NEW YORK 22; 1535 PARK SQUARE BLDG., BOSTON 16; 612 WEST MADISON ST., CHICAGO 6; 1700 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 8150 WEST 8TH ST., LOS ANGELES 17; 530 HEARST BLDG., SAN FRANCISCO 3; AMOSKEAG BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $5.00 FOR ONE YEAR; $7.50 FOR TWO YEARS; $10.00 FOR THREE YEARS. CANADA $6.00 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENING," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "CLIMATE CONTROL," "WINDOW SHOPPING." REGISTRATION PENDING, "PACE-SETTER." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 15, 1943, AT THE POST OFFICE, NEW YORK, UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO PRESS, INC.



If it's *Community*...it's correct

Community's own authentic reproduction of a fine old Sheffield design. Tea and coffee service, Ascot* design, Community* silverplate. Five-piece service (tray not included), $175.00. At fine jewelry stores and silverware departments. Federal tax additional.

INDIVIDUAL PIECES:

Tea Pot	$45.00
Sugar Bowl	$31.00
Waste Bowl	$20.00
Coffee Pot	$50.00
Creamer	$29.00
Tray, large (26 in.)	$100.00

PIECES IN ASCOT DESIGN, NOT SHOWN:

Oblong Tray (21 in.)	$55.00
Water Pitcher (2 qts.)	$37.50
Entree Dish	$45.00
Covered Casserole	$35.00
Bread Tray	$15.00
Gravy Boat and Tray	$35.00

*TRADE MARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1951, ONEIDA LTD.



STEP TABLE. No. 103. H 26″, D 27″, W 18″. Open Cabinet 16″ wide, 9″ high.



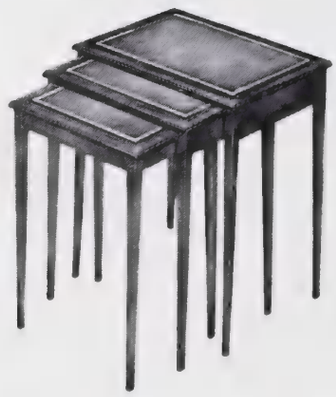
BUTLER'S TRAY COCKTAIL TABLE. No. 167. H 17½″, D 33″, L 45″. H 17½″, D 23″, L35″ (leaves turned up).



END TABLE. No. 160. H 24″, D 26″, W 20″.



END TABLE. No. 341. H 22″, D 27″, W 20″.



NEST OF TABLES. No. 139. H 24″, D 15″, W 21″.

Table manners

WHETHER your decorative scheme leans toward traditional or contemporary ... whether the table you need must be the center of a grouping or shine quietly in a corner ... you'll find *the right one* in these lovely designs by Heritage-Henredon. All done in genuine mahogany.

Study the graceful, imaginative tables shown here ... and remember, there are many, many more just as lovely.

They're part of the *complete* Heritage-Henredon line for living room, dining room, bedroom ... the truly fine furniture that is priced so your dreams of owning it can come true!



COCKTAIL TABLE. No. 347. H 18″, D 22″, L 37″. Leaves up: 51½″.



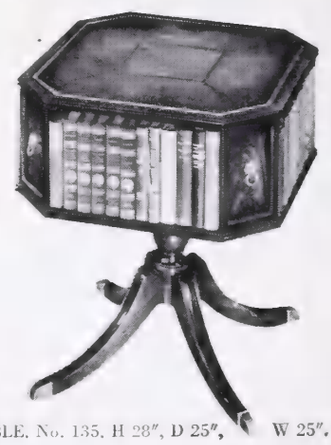
END OR LAMP TABLE. No 169. H 26″, D 26″, W 18½″ (leaves down). W 37″ (leaves up).

Heritage Henredon *fine furniture*

CUSTOM QUALITY at PRACTICAL PRICES

Fascinating Furniture Book—25¢! Beautiful pieces for living room, dining room, bedroom. Stimulating pictures. Ideas for every room. For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB5, High Point, N. C.





BOOK TABLE. No. 135. H 28″, D 25″, W 25″.



DuMont

proudly presents

the Westminster

series II

Now, designed for the discriminating few who would have the very best, here is the new Westminster Series II. Here is the magic of Du Mont television—brilliant, lifelike, 19-inch picture. The endless world of radio—both standard AM and static-free FM. The pleasure of records—all three sizes, all three speeds. The fascination of a professional quality tape recorder to make and keep forever your own recordings. The wonderful tonal depth of a three-speaker sound system. All controlled by an automatic time clock. Surely no finer entertainment combination was ever built.

DUMONT

first with the finest in Television

Copyright, 1951. Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Avenue, New York 22, New York.



More table glamour... less work for you!

DINNER AT EIGHT and guests are admiring your table dressed-up in the grand manner – with a Quaker Lace Cloth. This *same* proud beauty of tonight's banquet is as practical for breakfast or buffet – it serves you in good stead for *everyday* dining! A spot? Just sponge it off. Need freshening? Simply wash it. Every home should have at least one Quaker Lace Cloth!



Empress Pattern No. 7580
Pat. applied for

Quaker
LACE CLOTHS

Quaker Lace Company, Philadelphia 33, Pa.
Sales Office: 330 Fifth Ave., New York 1, N. Y.
Also makers of Quaker Net Curtains and Quaker Nylon Hosiery





Bed and night stands—adaptable design is appropriate for any decor

Introducing: a design for modern living

Contemporary American in Solid Mahogany by Hungerford, Memphis

beautiful, practical, adaptable—The makers of Hungerford—America's largest selling solid mahogany bedroom furniture—bring you a refreshing new line designed for comfortable living, individuality and lasting charm. Created by one of America's foremost designers, Edmond J. Spence, these open stock pieces are versatile, interchangeable, functional—and bring enduring beauty to every room in your home.



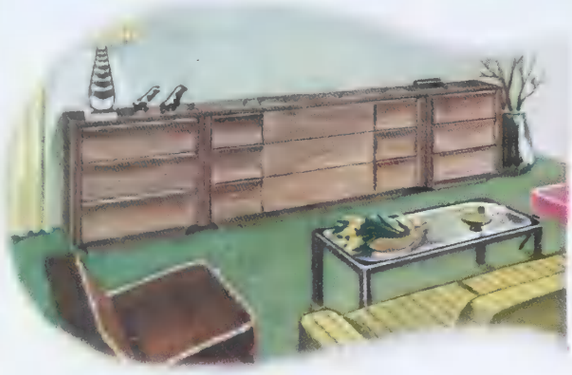
Vanity has three notion drawers, extra-large mirror, matching bench



Contemporary American chest points up elegance of 18th Century vanity

★ *WORLD'S LARGEST MANUFACTURER OF SOLID MAHOGANY FURNITURE* ★





Two bachelor chests flanking triple dresser form functional multi-unit storage space



Hungerford 18th Century commode with a modern sofa and Contemporary American double dresser

Hungerford

For happier living today . . . . . .

A new open stock group in solid mahogany . . .
to fit your scheme of things if you have a taste for beauty, a craving for comfort, an eye on budgets!

If you have dreamed of furniture that has simplicity without starkness, graceful yet uncluttered lines—here are the pieces that will add warmth, charm and character to your rooms. To harmonize with any decorating scheme or combine effectively with furniture of any period, choose Hungerford Contemporary American. Note the desk which can double as a vanity. The bachelor chest can be used in your hall, living room, dining room, bedrooms—and in multi-unit combinations with other Hungerford pieces to fill an entire wall. The buffet may be purchased with or without breakfront top. See Hungerford Contemporary American— your greatest value in solid mahogany at a sensible price!

★ *WORLD'S LARGEST MANUFACTURER OF SOLID MAHOGANY FURNITURE* ★

Pizitz, Birmingham, Ala.
Bishop-Parker Furn. Co., Montgomery, Ala.
Steinfeld's, Tucson, Ariz.
Gus Blass Co., Little Rock, Ark.
Barker Bros., Los Angeles, Calif.
H. C. Capwell, Oakland, Calif.
Jackson Furniture Co., Sacramento, Calif.
Emporium, San Francisco, Calif.
Davis & Shaw, Denver, Colo.
Nothnagle's, Bridgeport, Conn.
G. Fox, Hartford, Conn.
H. M. Bullard, New Haven, Conn.
The Hecht Company, Washington, D. C.
Burdine's, Miami, Fla.
Hendren's, Boise, Idaho
John M. Smyth, Chicago, Ill.
Wieboldt's, Chicago, Ill.
P. A. Bergner, Peoria, Ill.
Banner-Whitehill, Indianapolis, Ind.
Davidson's, Des Moines, Iowa
Stewart Dry Goods Co., Louisville, Ky.
Kornmeyer's, Baton Rouge, La.
Dixie Bedding & Furn. Co., Monroe, La.
Maison Blanche, New Orleans, La.
M. Shavitz & Sons, Baltimore, Md.
Jordan Marsh, Boston, Mass.
R. H. White's, Boston, Mass.
Fenster & Co., Detroit, Mich.
Kennington's, Jackson, Miss.
Byrne Furniture Co., Natchez, Miss.
Emery Bird Thayer, Kansas City, Mo.
Fair Mercantile Co., St. Louis, Mo.
Gold & Co., Lincoln, Nebr.
McManus Bros., Elizabeth, N. J.
L. Bamberger & Co., Newark, N. J.
Quackenbush, Paterson, N. J.

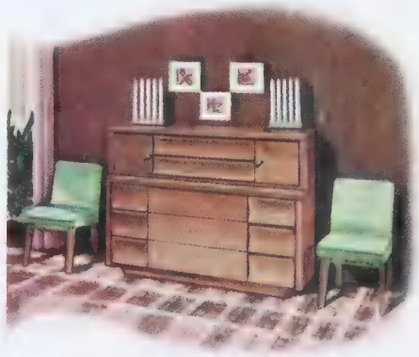


Contemporary American

For beauty to cherish tomorrow

Yours to enjoy for a lifetime . . . prized possessions in solid mahogany that grow more beautiful, more treasured through the years

You'll love living with furniture that combines fine craftsmanship and construction with the aristocrat of all woods—solid mahogany. Hand-rubbed finishes are easy to care for and improve with age in mellow luster. Drawers are dust-proof, free-sliding, and every detail shows the painstaking care which goes into each piece. For appearance and performance, choose Hungerford Contemporary American in Copper-Tawn as shown or in warm Cherry Cordovan. The pieces you select will last for years of gracious living to become your heirloom treasures of tomorrow. Add new glamour to your home at a price within your budget. See Hungerford Contemporary American at the dealers listed below.



Versatile triple dresser, sold with or without matching upper section



Oval dining table combines beautifully with Hungerford 18th Century double dresser

★ *WORLD'S LARGEST MANUFACTURER OF SOLID MAHOGANY FURNITURE* ★

The Fair Store, Binghampton, N. Y.
Abraham & Straus, Brooklyn, N. Y.
North Park Furniture Co., Buffalo, N. Y.
Edgcomb's, Elmira, N. Y.
Mallary's, Forest Hills, N. Y.
Georges Fine Furn., Hempstead, N.Y.
John A. Schwarz, Inc., Hempstead, N.Y.
Mallary's, New Rochelle, N. Y.
B. Altman, New York, N. Y.
Gimbel's, New York, N. Y.
W. A. Hathaway Co., New York, N. Y.
Stern Brothers, New York, N. Y.
John Wanamaker, New York, N. Y.
Frears, Troy, N. Y.
Mallary's, White Plains, N. Y.
Stratford House, Charlotte, N. C.
Heilig-Levine, Raleigh, N. C.
The Yeager Co., Akron, Ohio
The H & S Pogue Co., Cincinnati, Ohio
The May Co., Cleveland, Ohio
Cullimore's, Oklahoma City, Okla.
Mayo's, Tulsa, Okla.
Strawbridge & Clothier, Phila., Pa.
John Wanamaker, Phila., Pa.
United Furniture, Wilkes Barre, Pa.
The Outlet Co., Providence, R. I.
Abraham's Furn. Co., Charleston, S. C.
Goldsmith's, Memphis, Tenn.
Ellison Furn. & Carpet Co., Ft. Worth, Tex.
G. A. Stowers Furn. Co., Houston, Tex.
Hampton's, Port Arthur, Tex.
Center Shops, Norfolk, Va.
Rountrees, Richmond, Va.
Grunbaum's, Seattle, Wash.
Standard Furniture Co., Seattle, Wash.
Anderson Newcomb, Huntington, W. Va.

Never before such beautiful floors

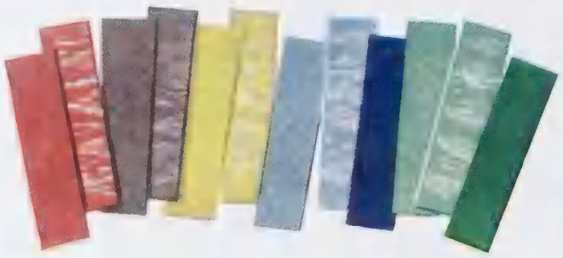
DECORATORS call Wingfoot Vinyl "the world's most beautiful flooring." For nothing can compare with the rich, warm beauty of Wingfoot Vinyl's rainbow range of colors—styled exclusively for Goodyear by Raymond Loewy Associates to harmonize perfectly with any decor. Available in both solid and tone-on-tone colors—*correlated* colors—they lend themselves beautifully to dramatic decorative effects of your own design.

Wingfoot Vinyl is an extremely practical flooring. It's easy to keep brand-new clean, and *doesn't even need waxing*. It's absolutely colorfast, and resistant to staining or scuffing. Wingfoot Vinyl is as attractive as wall-to-wall carpeting, but costs far less. Sold by better flooring dealers and contractors.

Goodyear, Flooring Department
Akron 16, Ohio



Lasts longer—Completely resistant to the fading action of strong soaps—resists marking, scuffing, sun and time!



Complete range of home-correlated colors—Shown here are only a few of the rich, warm, attractive shades available. They will enhance any and every room!



Saves money—Goodyear Vinyl is easily installed, and because it lasts so long it's economical to own!



WINGFOOT *Vinyl* **FLOORING BY**

GOODYEAR

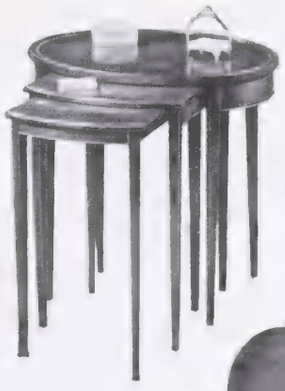
Wingfoot—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



No. 835 **The Whittier**
Occasional Table
$69.75*



No. 836 **The Whitman**
Pembroke Table
$59.75*



No. 4566 **The Clemens**
Nest of Tables with leather top
$74.75*



No. 3317 **The Melville**
Lamp Commode
with leather top
$79.50*

No. 3316 **The Emerson**
Lamp Commode
$69.75*



No. 3866 **The Cooper**
Folding Top Card Table
$107.50*



No. 2001 **The Holmes**
Cocktail Table with leather top
$109.75*



No. 838 **The Irving**
Drum Table
with leather top
$109.75*

No. 837 **The Longfellow**
Drum Table
$96.50*



No. 1898 **The Alden**
Lamp Table
$59.75*

Look for the famous Imperial Green Shield, America's Best Known Furniture Trade Mark.

AMERICA'S 12 MOST BEAUTIFUL TABLES

NEW *Imperial Masters Tables*

For you who appreciate the finest, Imperial proudly presents the New Imperial Masters Tables . . . 12 outstanding traditional designs in genuine mahogany . . . authentically detailed and richly finished by skilled Grand Rapids Craftsmen. See the new Imperial Masters Tables . . . now on display at leading stores . . . choose them for your home.

HOW TO GIVE YOUR HOME A BEAUTY TREATMENT WITH TABLES . . . *50 pages illustrating fresh and unusual decorating ideas. Send 25 cents to:*



IMPERIAL FURNITURE COMPANY
Founder Member Grand Rapids Furniture Makers Guild
DEPT. A GRAND RAPIDS, MICHIGAN

Imperial Tables are made and sold in Canada under the name Deilcraft-Imperial



No. 2593 **The Franklin**
Cocktail Table
$59.75*

No. 3315 **The Thoreau**
End Table
$39.75*





No. 4148 **The Greeley**
Tier Table
$62.75*



No. 3318 **The Hawthorne**
Step Table with leather tops
$84.75

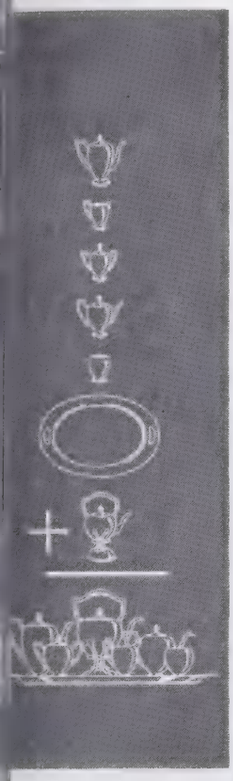
**Slightly higher at distant points*



The Way to Lovely Tables Is Crystal Clear

Imperial Candlewick Crystal, of course! Crystal as clear as a mountain brook, as sparkling as snowflakes in full moonlight! No other tableware offers such a perfect setting for your carefully planned meals . . . no other tableware is so stimulating to appetites, so radiant with hospitality. Only *Imperial Candlewick* Crystal offers the simplicity of the beaded round-the-edge pattern. Open Stock, American made, modestly priced at your favorite store. A creation of THE IMPERIAL GLASS CORPORATION, BELLAIRE, OHIO.

Precious Beginning of Your Silver Service...





Pointed Antique sterling service by Reed & Barton. Five pieces $450: coffee pot $150; creamer $55; sugar $70; tea pot $130; waste bowl $45. Matching kettle and stand $315; tray $450.*



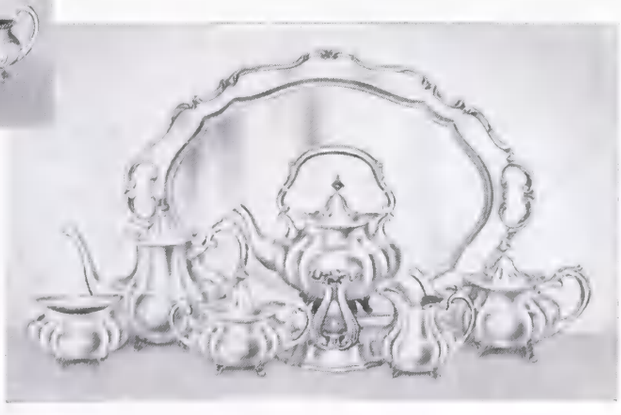
ancis First sterling service by Reed & Barton. Five pieces $1850: ffee pot $550; sugar $358; creamer $267; tea pot $443; waste bowl 82. Matching kettle and stand $975; tray $1175.*

Coffee pot, cream pitcher, sugar bowl . . . beautiful start of your Tea and Coffee Service in magnificent Reed & Barton solid silver. Proudly, you have chosen sterling by Reed & Barton . . . the name famous since 1824 for exceptional loveliness of design. Now, piece by piece, you will complete your silver service . . . adding to a rare investment that increases in beauty, and in value, with the years.



Stratford sterling service by Reed & Barton. Five pieces $650: coffee pot $190; sugar $124; creamer $86; tea pot $175; waste bowl $75. Matching kettle and stand $525; tray $700.*

Hampton Court sterling service by Reed & Barton. Five pieces $575: coffee pot $168; creamer $68; sugar $112; tea pot $164; waste bowl $63. Matching kettle and stand $390; tray $515.*



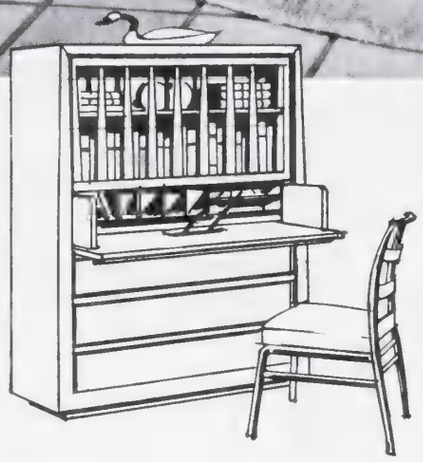
REED & BARTON

SILVERSMITHS THE WORLD'S OUTSTANDING SILVER CRAFTSMEN SINCE 1824

"How To Be A Successful Hostess": For this fascinating 52-page booklet, send 10c to Box 990, Dept. HB, Taunton, Mass.

*All prices include Federal Excise Tax. Under present uncertain conditions, the prices quoted cannot be guaranteed.





The American contemporary mood

reveals a fresh elegance, a fine excitement in these newly designed pieces by T. H. Robsjohn-Gibbings, magnificently crafted, as always, by Widdicomb.

In all of this furniture you'll see how Mr. Robsjohn-Gibbings has employed American design characteristics. Note for example, the spindle-back chairs, the cabinet with the manners of an old chest. Note, too, how superbly he has adapted them for today's scene in line, in scale, in finish.



Shown here: Spindle-back armchairs (in muslin) each 199.00.
Huge, low coffee table, 179.00. Wall cabinet, 470.00.
Ladder-back side chairs, (in muslin), each 59.00.
Wood-back side chairs, (in muslin), each 59.00.
Round dining table, 330.00. And many other pieces for living, dining and bedroom in our Widdicomb Gallery, 5th Floor.

New York store only

BLOOMINGDALE'S • LEXINGTON at 59th STREET, NEW YORK 22, N. Y. • ELDORADO 5-59

Neusteters
DENVER, COLO.

Russel Wright **american modern***

Beautiful — in any setting! Shapes that are design masterpieces . . . unequalled richness of color and texture . . . the fine hand craftsmanship of Steubenville Pottery — truly American Modern is the *modern* dinnerware in the *tradition* of good taste! Mix or match Black Chutney, Coral, Chartreuse, White, Seafoam Blue or Grey — it's easy to own sets in several colors at this low low price! Sixteen Piece Starter Set — 4 dinner plates, 4 cups, 4 saucers, 4 bread-and-butter plates — **$7.95.** Also in open stock. Write for brochure showing shapes, colors, prices of complete dinner service. Express charges collect. No C.O.D. orders.



Also available at

J. & S. POGUE, CINCINNATI, O. • THE HIGBEE CO., CLEVELAND, O. • MAISON BLANCHE, NEW ORLEANS, LA. • BOSTON STORE OF MILWAUKEE, WISC. • B. ALTMAN, NEW YORK

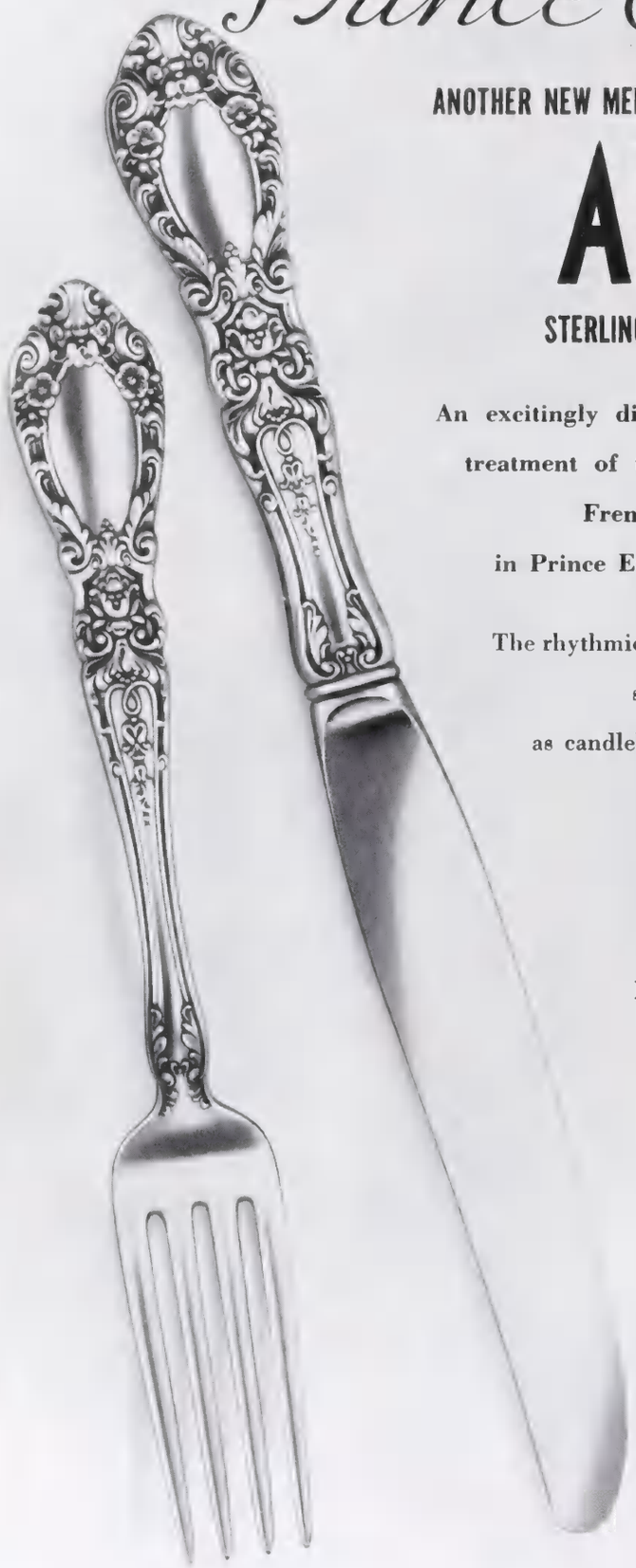
AND NOW . . .

*Prince Eugene**

ANOTHER NEW MEMBER OF THE SMART FAMILY OF

ALVIN*

STERLING FLATWARE PATTERNS



An excitingly different and ever so pleasing treatment of the time-tested motifs of the French Renaissance brings to you in Prince Eugene . . . *beauty everlasting.*

The rhythmic movement of its ornamentation, scintillating with highlights soft as candlelight, seems as musical and gay as an evening in old Vienna. The finest of craftsmanship and lovely two-tone finish . . . combine to assure pride and happiness every time you use it.

See Prince Eugene . . . and other Alvin Sterling patterns at your jewelers. Modestly priced for satisfaction and service, year after year, for a lifetime.



Write us for free illustrated price folders.

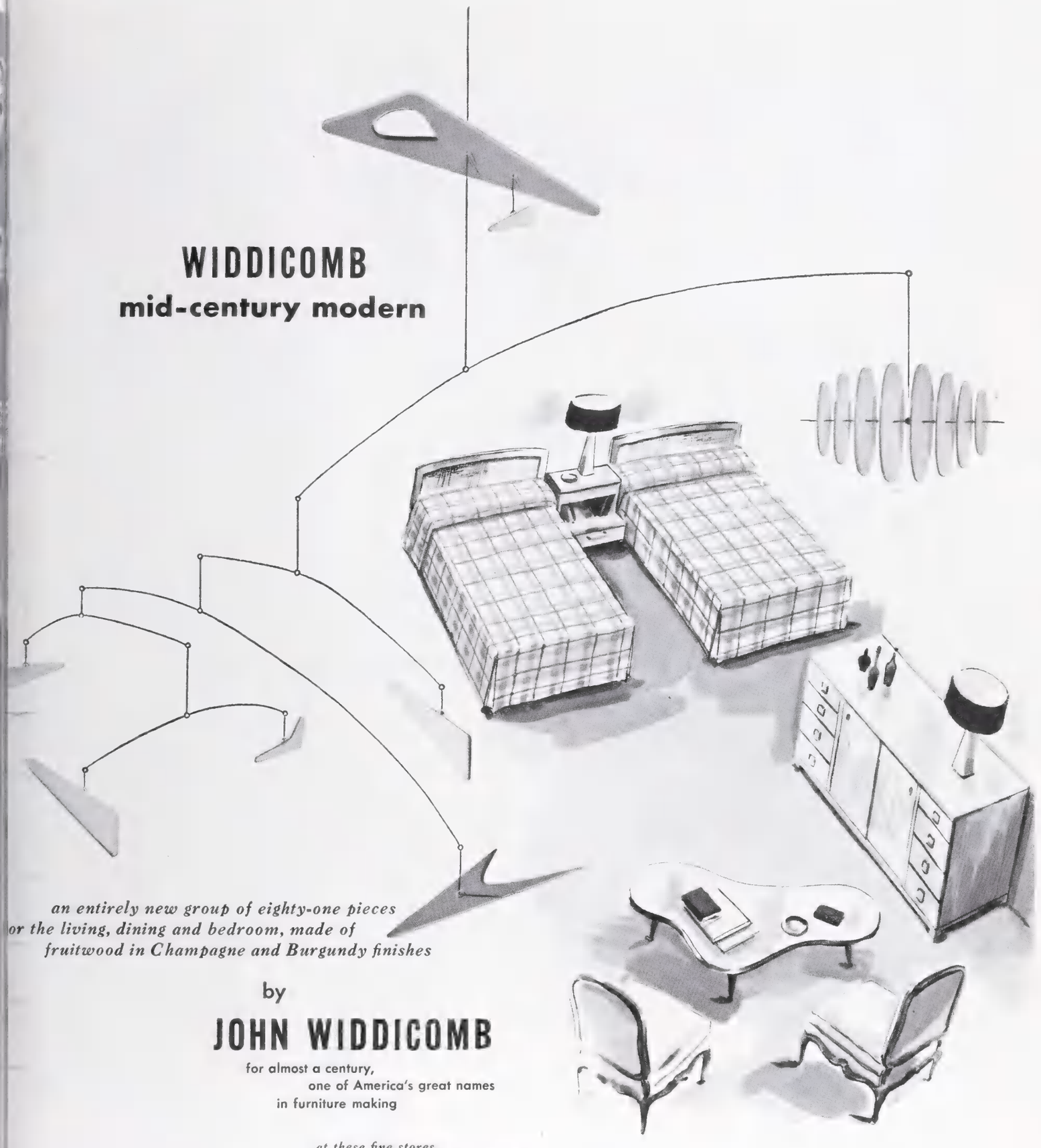
THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for over Sixty Years

PROVIDENCE 7, RHODE ISLAND

*Trademarks

WIDDICOMB
mid-century modern



an entirely new group of eighty-one pieces
for the living, dining and bedroom, made of
fruitwood in Champagne and Burgundy finishes

by

JOHN WIDDICOMB

for almost a century,
one of America's great names
in furniture making

at these fine stores
in the United States and Canada

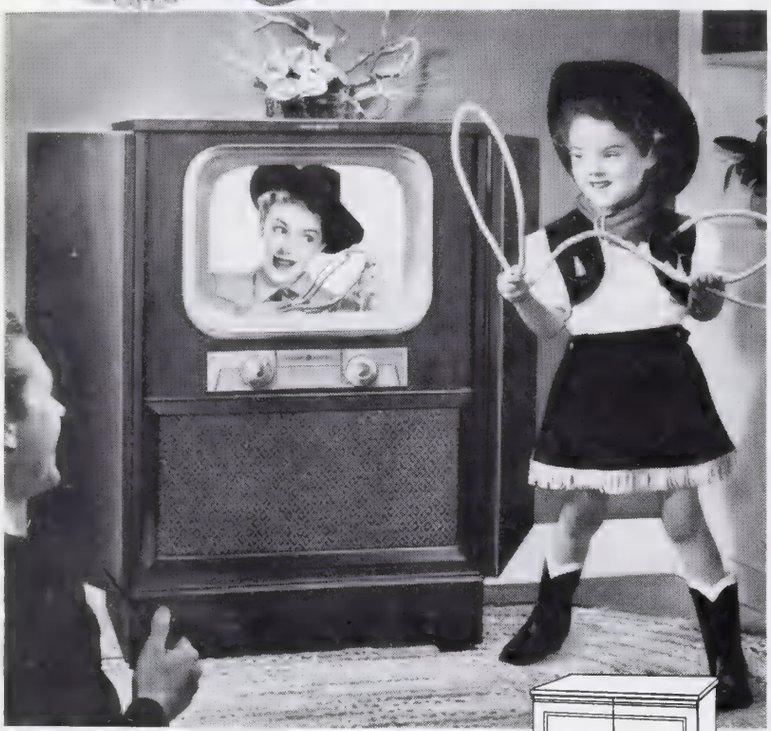
Baltimore: Louis Mazor, Inc.
Chicago: Marshall Field & Co., Inc.
Cleveland: The Bonhard Art Furniture Co., Inc.
Dallas: Anderson Furniture Studios, Inc.
Denver: Howard Lorton, Inc.
Detroit: The Pringle Furniture Co., Inc.
Houston: Suniland Furniture Co., Inc.
Los Angeles: J. W. Robinson Company
Minneapolis: Boutell Bros.
Montreal: T. Eaton Co., Ltd.
New Orleans: Hemenway-Marc Antony
Philadelphia: Shaw Decorating Corporation
Pittsburgh: Colonial Art Furniture Co., Inc.
Seattle: Harry H. Baron, Inc.
Syracuse: E. W. Edwards & Son, Inc.
Toronto: T. Eaton Co., Ltd.

JOHN STUART INC. • NEW YORK • sole distributors

FOR LASTING ENJOYMENT



G-E LIFE-SIZE



Model 17C109 above

17" RECTANGULAR BLACK TUBE
BLACK-DAYLITE TELEVISION

● **THERE'S A LONG AND HAPPY FUTURE** in store for you with this beautiful new G-E console. The cabinet doors are full length—you don't see the grille cloth when set is not in use. Fits in beautifully with your treasured antiques or contemporary furniture. You'll enjoy the new 17" life-size G-E picture—so much easier on your eyes than ordinary small-screen TV. You'll enjoy the simplest tuning—a single control gives *best* picture, *best* sound automatically. ***And most important, it's General Electric—which means you get quality that endures.***

General Electric Company, Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC



Where did he inherit his talent?

By Richard Williams

Exactly 125 years ago, a seventeen-year-old boy by the name of Felix Mendelssohn-Bartholdy composed the *Overture to A Midsummer Night's Dream*. This composition, an adult and free-striding piece of work, was by no means Mendelssohn's first composition. He had previously written three piano quartets, a symphony, and an Octet for Strings.

Seventeen years old—and once again, as happens every time the bright new moon of genius ascends the dark sky, people clapped their hands, admired, and marveled. How had the boy inherited his talent? How had the talent been developed? What forces were at work to make it burst into light?

Eternally fascinating questions! Questions to be asked not only in the realm of music but in all art, and not only in art but in all such human endeavor as is worth recording in biography.

The answers are as varied as the various kinds of talent itself. But Mendelssohn's case history is particularly interesting because it runs counter to all of our romantic notions of the development of a genius. It contradicts all the standard scenario ingredients in the life of the artist: the necessity for struggle and suffering, the spur of poverty, the benefit of loneliness, and the fruitful influence that disease and bodily infirmity bear on the life of the mind. None of these conditions held true for Mendelssohn. He was neither poor nor sickly, neither unsuccessful nor misunderstood, neither lonesome nor excessive in bohemianism, neither a drinker nor a gambler, neither a hell-raiser nor a milksop, neither a miser nor overly generous. He had neither a cl foot nor did he cut off his e Worst of all, he was even happ married, very much in love w his wife, and a devoted fath to his children.

In a sense, Mendelssohn herited his talent. He drew it fr an ancestral reservoir of gene talent, though neither his fath nor his mother was especia gifted musically. They were musicians, but the family were gifted people, enormously succe ful, his grandfather as a philo pher, his father as a banker. T general agility of mind and wide culture that distinguished Mendelssohns must have converg in a special way into Felix's crad

The grandfather, Moses M delssohn, living under the reign Frederick the Great, was called German Socrates. He achiev fame in spite of the prejudice a separation which the Jews suffer Under the law of Frederick Great, every Jew when he was m ried had to purchase a certa amount of china from the r royal china factory in Berlin. was not allowed to select what wanted. The manager of the f tory took advantage of this opp tunity to get rid of unsalable m chandise. When Moses married, was forced to purchase 20 life-s china monkeys. These later beca heirlooms of the family, and Fe prized them highly. In spite of insulting monkeys, Moses soon r to be the center of the intellect life of Berlin. His second s Abraham, became a banker a as a banker, wealthy. Later he m ried Leah Salomon, a woman great charm and accomplishme

(*Continued on page* 100)


BALLERINA··
Newest
Masland
Beautiblend
Broadloom
1866
MASLAND
"AT HOME" with
Masland Beautiblend
Broadlooms
Every week on C. B. S.-TV
MASLAND presents Ballerina—a completely new kind of broadloom that sets a completely new standard of beauty for fine rugs and carpets. See Ballerina. Marvel at its texture. Admire its depth. Let its Beautiblend Color-Guide Label help you decorate your home. Ballerina is now at your favorite home fashion store.

AMERICAN-Standard

First in heating · first in plumbing

The best place to start remodeling your home
is with your heating equipment and plumbing fixtures.
They're *basic* to true comfort, beauty and convenience
in any house. And American-Standard offers you the most complete
line of quality heating and plumbing products
you'll find anywhere. Look at the remodeling suggestions on this page
. . . then see your heating and plumbing retailer.



Remodeling idea #1

Where's the woman who wouldn't be thrilled with a bathroom containing these lovely Ming Green plumbing fixtures? The new Dresslyn Lavatory-Dressing Table . . . a genuine vitreous china lavatory and a ready-built wood cabinet with plastic top, plenty of drawer and counter space, and kneehole section if desired . . . in a choice of 31 color combinations. And the famous Master Pembroke Bath . . . with spacious bathing area, flat, safe bottom, conveniently low sides, and wide rim for sitting on. Bath has cast iron construction with gleaming coating of enamel.



Remodeling idea #2

Dream trio in Clair de Lune Blue. Exclusive Neo-Angle Bath, with corner seats, on-the-bias bathing area, safe, flat bottom. Stylish Companion Lavatory in gleaming genuine vitreous china, with large bowl and roomy ledges. And Master One-Piece Water Closet—free-standing, unusually quiet.



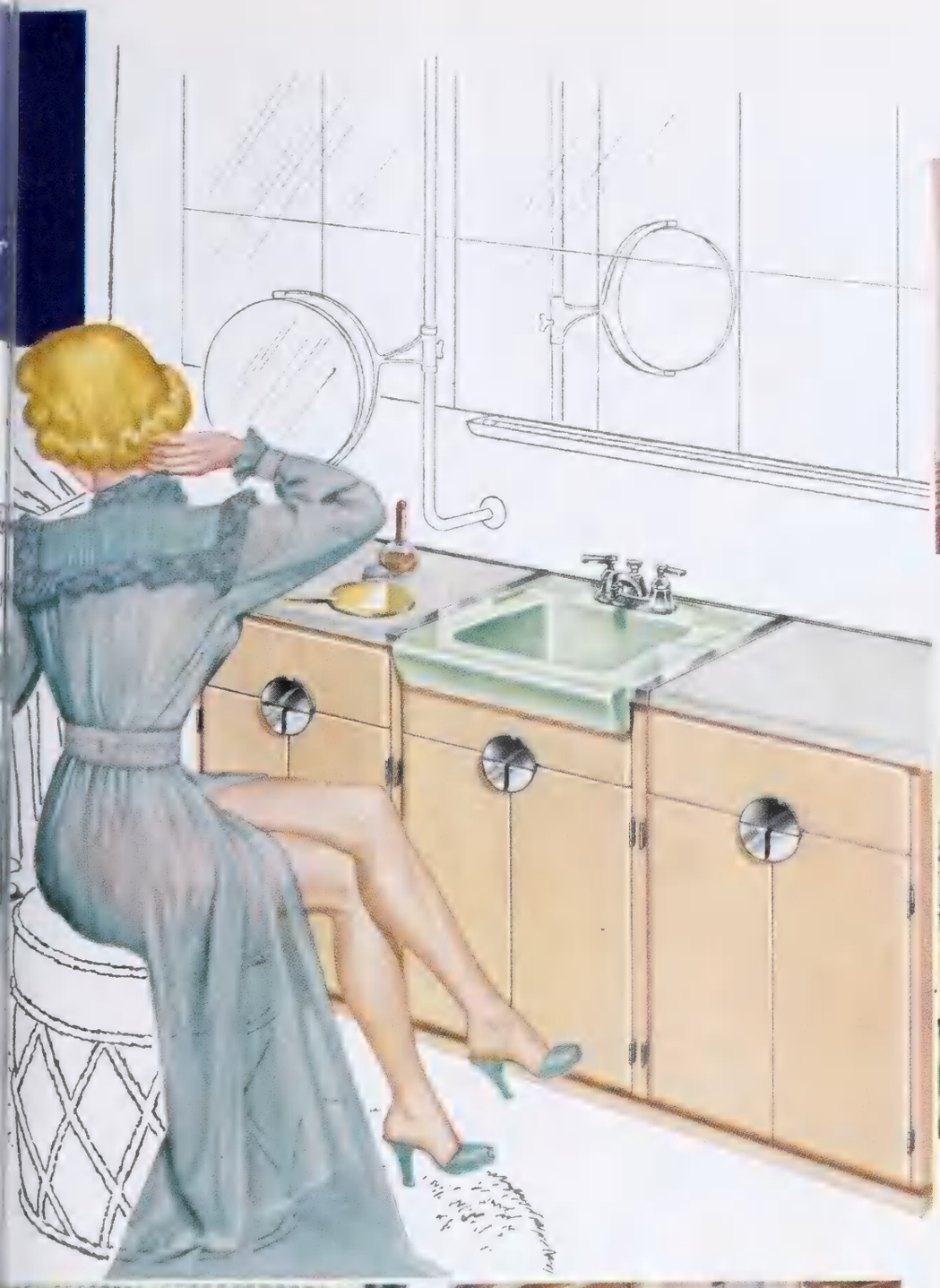
Remodeling idea #3

Low budget bathroom beauty. Handsome, durable Master Pembroke Bath. Compact Water Closet—low, free-standing, made of non-absorbent genuine vitreous china. Comrade Lavatory, also of genuine vitreous china, with square bowl and handy shelf back. All in charming Corallin color.



Remodeling idea #4

Kitchen that saves steps. Star performer here the Royal Hostess Sink—with sloping dra boards, deep sink wells, new Chromard finish long-lasting construction (acid-resisting enam on cast iron). Smooth-front cabinet comes styles and models to fit any Hostess Sink.





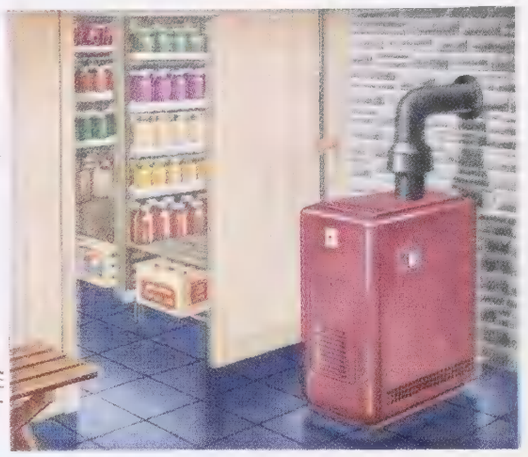
Remodeling idea #5

Something brand new in sinks—the Triwell. It has two compartments with a built-in garbage well between them, containing a removable, chrome-plated basket that drains into its own sink drain. Saves time, simplifies fruit and vegetable preparation, speeds dishwashing.



Remodeling idea #6

Light, bright utility room has a gas fired Wyandotte Winter Air Conditioner to keep the house warm and comfortable. Alden Laundry Tray, of smooth enameled cast iron, speeds washday tasks. Gas fired Budget Water Heater works automatically, stores hot water for instant use.



Remodeling idea #7

Fruit cellar de luxe. Convenient space for jars, cans, beverage cases . . . and beside them, a good-looking gas fired Empire Boiler. The Empire is clean, compact, fully automatic, provides healthful home comfort all winter long. Ideal for basement playroom or first floor utility room.



Remodeling idea #8

Fisherman's nook for the man of the house. Everything the ardent angler needs within arm's reach. For a small basement like this, the oil fired Winterglo Winter Air Conditioner is just the ticket. It's compact, easy to install, does a masterly heating job in cramped quarters.

★ ★ ★

Free—New 1951 Home Book. Ideas for bathrooms, kitchens and basements. Illustrated in full color. Brings you in one book money-saving facts you need on both heating and plumbing. Pictures a wide choice of kitchen sinks, bathroom fixtures, and heating equipment of all types available through heating and plumbing retailers who sell, service and install. Explains easy time payment plan for remodeling. Just use the coupon below.

American Radiator & Standard Sanitary Corporation
Dept. H51, Pittsburgh 30, Pa.

Please send me your free HOME BOOK.
I am interested in:

Building ☐ Heating: Radiator ☐ Plumbing: Bathroom ☐
Modernizing ☐ Warm Air ☐ Kitchen ☐

Name _____

Street _____

City & State _____

In Canada: Standard Sanitary & Dominion Radiator, Ltd.
1201 Dupont Street, Toronto





White's **TRADITIONAL IS YOUR MODERN**

In the lovely Wimborne, White brings you a new kind of beauty . . .
Chippendale in a smart, contemporary mood.
Graceful serpentine fronts, wide convex corners, antiqued carvings,
and solid brass repoussé pulls span a century . . . to lend their
graciousness to The Wimborne's fresh, transitional design.
Here, too, is White's fine craftsmanship
and marvelous Sheffield Finish, hand rubbed many, many times
to bring out the richness and grain of finest Honduras Mahogany.
See the complete Wimborne Grouping.
It's featured in the new 32-page White Album,
presenting White's most for your money value
in fine reproductions and adaptations. Ask your dealer to show you
White . . . famed for quality since 1881.

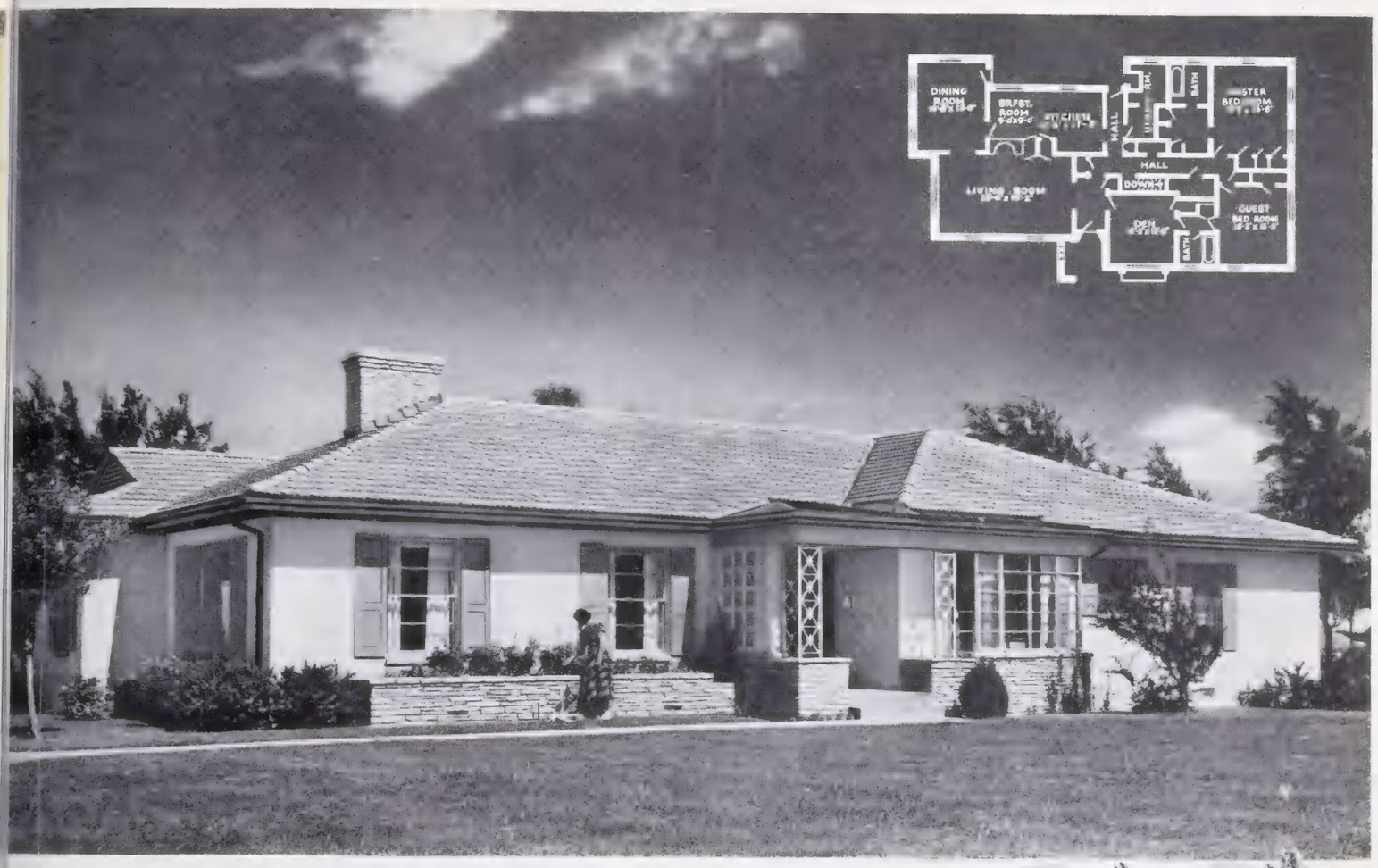
Send 25¢ for your new White Album of Fine Furniture
Dept. HBSU-51, White Furniture Company

White

FURNITURE
COMPANY
MEBANE, N. C.

The South's Oldest Makers of Fine Furniture
proudly observes its 70th anniversary

DINING ROOM
BED ROOM
WHITE-HALL TABLES



FOR OUTSTANDING VALUE CHOOSE A

Concrete House

BUILDING a house usually is a once-in-a-lifetime experience. Naturally you want your past savings and future earnings to buy the utmost in house value.

Just as some fabrics make better clothing buys, so do some construction materials make better building values. Whatever size or style house you're planning, you'll get outstanding value if you build with concrete because a concrete house delivers:

OUTSTANDING COMFORT An insulated concrete house has year-around comfort even in rigorous climates—warm in winter, cool in summer, clean and dry at all times.

OUTSTANDING BEAUTY Concrete masonry can be laid in many charming patterns and finished with an attractive portland cement paint or a distinctively textured stucco.

OUTSTANDING PROTECTION A house with concrete foundations, walls, subfloors and a firesafe roof assures you lifelong security. Concrete provides maximum firesafety because *concrete can't burn!* It also is resistant to storms, decay, quakes and termites.

OUTSTANDING ECONOMY A concrete house is moderate in first cost, requires less maintenance and fewer repairs and lasts a lifetime. Result: ***low annual cost.*** A concrete house costs you less *per year* to own.

Yes, when you invest your savings in a concrete house you reap lifelong dividends in comfortable living, lasting beauty, maximum protection and ***low-annual-cost*** shelter. For more information send for free book *"Why People Like Concrete Homes."* Distributed only in U. S. and Canada.

HOW TO GET YOUR CONCRETE HOUSE

. . . and what will it cost?

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. They know local conditions existing in your community and can tell you about plans and costs.

Take any plans or sketches you have to an architect. Have him show you how your home—of any size, style or floor plan—can be built economically with concrete foundations, concrete walls and subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer







YOU CAN BUILD
A CHARMING CONCRETE HOUSE
IN ANY ARCHITECTURAL STYLE OR SIZE
WITH ANY FLOOR PLAN





PORTLAND CEMENT ASSOCIATION

Department A5-19
33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



The Milky Way
TABLE LAMP

of milk glass
glittered with stars

12.95 *complete*

Carson Pirie Scott & Co.

Copied, thumbprint by thumbprint, from a fine old oil lamp. In milk glass, with lacquered brass mountings, emerald green font, and white parchment paper shade . . . liberally sprinkled with little gold stars. 27 inches tall, with three-way lighting. Called the Milky Way . . . heavenly in pairs . . . very down-to-earth in price. Each 12.95 complete.

■ Lamps, seventh floor

Mail orders filled, express collect.

Carson Pirie Scott & Co.,
1 South State Street, Chicago 3, Illinois

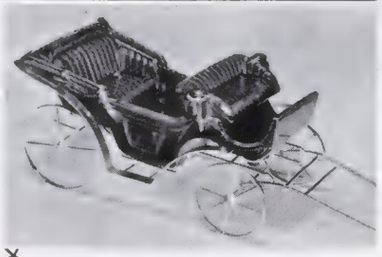


COLONIAL KNITTING BOWL

The storied charm of Early American days lives in this quaintly designed knitting bowl. Fashioned by craftsmen for enduring beauty and steady-legged service. Ideal, too, in den or rumpus room to hold odds and ends. Made from selected hardwoods and hand-rubbed to a rich mahogany or antique maple finish. Smooth, deep bowl is 15" in diameter; overall height, 21". Makes wonderful gift. Please state finish wanted. Prompt delivery.

Only $14.95 Prepaid
Sorry, no C.O.D.'s

TtempleTon CraftsmeN
Dept. 48, Templeton, Mass.



Old-Fashioned Victorian Barouche

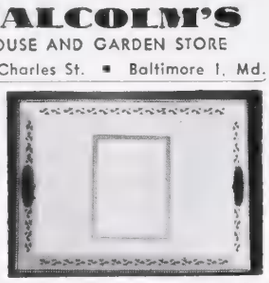
Authentic reproduction of the kind that used to be seen on Fifth Ave. Brass chassis 17½" long over all; brass wheels. Pottery body 10" long, 5½" high. In real carriage builders' colors: green, or maroon. Grand for flowers, fruits, mints, nuts, bonbons. Highly decorative. Prepaid **$7.95**

Since 1927, Satisfaction Guaranteed or Money Refunded
Send check or money order. Sorry, no C. O. D.'s.

MALCOLM'S
HOUSE AND GARDEN STORE
524 N. Charles St. ■ Baltimore 1, Md.



PRESENT PERFECT



Be sure to save your next wedding or party invitation because it plays a star role in your gift to the bride or hostess. Send it to us and we mount it on either an antiqued white and gold metal waste basket or on a new 12" x 16" metal tray. Each piece is lacquered for permanence.

Basket $8.25. Tray $8.95, postpaid. Sorry, no C.O.D.'s or Stamps

Also 5" desk letter basket for Reception or At Home card, $5.50.

Page & Biddle, Inc. 21 Station Road Haverford, Pa.



Traditionally Yours...

PEMBROKE TABLE
GENUINE MAHOGANY THRUOUT

Picture this exquisitely finished, deep toned mahogany Borton table in your home. Homemaker's Galleries offer you quality, styling and fine Grand Rapids craftsmanship usually found only in tables costing many times as much. The elegant simplicity of Pembroke design lends itself perfectly to any mode of decoration — perfect with traditional, harmonious with modern. Top closed 17" x 21", open 31½" x 21", 26" high, one drawer. Packed for safe delivery; guaranteed perfect. Shipped prepaid for only $29.50. A perfect gift for the bride—order now.

Two For $58.50 Prepaid

homemakers *Galleries* Write for free catalog of popular Grand Rapids tables

DEPT. 406 B BERKEY & GAY BLDG., GRAND RAPIDS, MICH.



Windo

Merchandise, except personalized items, returned for refund by firms involved subject to change. Happy Window Sh



YOU'LL THROW OUT CHEST when you've ass your own prebuilt knott chest of drawers—*in 60 flat!* All sections are pre- sanded, ready to paint o Only hammer and screw are needed. Made to last time, it comes in a kit wit instructions. $39.95 exp. coll bedroom pieces available. House. New Marlboro Great Barrington, Mass.



SPRING GOES TO HEAD. so of course you have a big hat. It should enough to make truck whistle; elegant enough t with a white linen suit fo day lunch; flattering enou make a man order champag stead of martinis. This is it. in Italy of red, blue, or and white straw. With ma bag. $10 ppd. Edith Cha 50 Piermont Ave., Nyack.



A ROSY FUTURE is ir for your bedroom with this than-laughter spread. Mul roses bloom on washable percale. Twin size $12.9 size $13.95. Matching 2 draperies, $11.95; vanity $8.95; pillow sham, $4.95. paid from Jerome Colte Central St., Wellesley, Ma



BARGAIN SHELF. It's of heavy steel with a baked-e finish in gleaming white, a two shelves (24" long, 9¼" are grand platforms for a radio, house plants, k spices, and canisters. Belo bottom shelf there are h hooks for pot holders, tea t and mixing spoons. Get o the kitchen, nursery, and g $2.99 plus 20¢ post. Bo Gilchrist's, Boston 2, Mass

Shopping

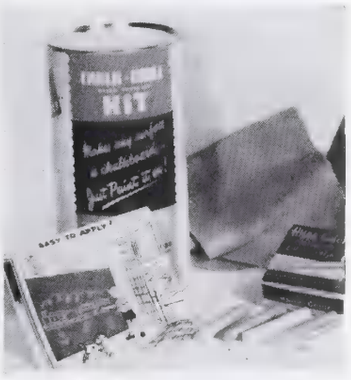
with Jean Gunan



GRATE OUTDOORS rd have the plus features of ed and green steel charcoal . The 16" sq. grid raises or s so you broil under con- d temperature. It wheels out e weather on rubber tires. for storage. With a hard- cutting board, two covered roles, windshield, and spit, 40½" x 32" high. $24.95 charges coll. The Fitzgeralds, Fifth Ave., New York 17.



LK-WALL KIT. Here's f the best things that's come for the kids since the Good r Man. With this kit you nake any surface a chalk- l. *Just paint it on!* Think, f Ma in the kitchen, and the workshop! It dries to d gray-green surface, comes chalk, sandpaper, and ois eraser. Covers 50 sq. ft. ppd. Breck's of Boston, 182 Bldg., Boston, Mass.



ND OUT THE WINDOW, window box is just about the we've seen. In the summer, ngs outside your window on to-install brackets. Come fall, ring the whole thing inside set it on the window sill. of rustproof Pompeian metal, 20" x 5" x 7" high, nes with three 4" pots. $6.95 aid. Order it from The s, Westerly, R. I.



E WELL-TURNED KLE will wear luxuriously nylons this spring that show our first initial. A single l letter is permanently ed on a light toast shade. ," that harmonizes with any on color. In three lengths, re your favorite 51-15s, come zes 8½ to 11. And the price hat you'd expect for plain ns, just $1.95 ppd. Wana- er's, Philadelphia, Pa.



GENUINE EAST INDIES **RATTAN CHAIR**



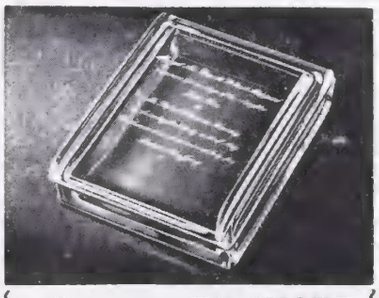


Sleepy Hollow model. Comfortable and very well constructed. Ideal for recreation room, den, sunroom. Also as summer furniture for porch or lawn. Upholstered in long wearing, one-piece reversible sailcloth, channeled and heavily padded. Choose from dark or apple green, dark brown, chartreuse, dark blue, bright red, yellow, all with white piping.

AT A REMARKABLY LOW PRICE
OF **23.50**
Add 3% sales tax if in Michigan

MONEY BACK GUARANTEE
SEND CHECK OR MONEY ORDER
NO C.O.D.'s

ENGLANDER'S 450 E. JEFFERSON AVE., DETROIT 26, MICHIGAN
We lead America in Rattan



Invitation **TO SMOKE**

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". **$7.95** *postpaid*

Complementing ash trays etched with first names of bride and groom, $5.00 a pair. Gift-boxed and shipped directly to the bride, if desired. Delivery, about ten days.

No C.O.D.'s please

HOLIDAY HOUSE
15 Bellevue Theatre Bldg., Upper Montclair, N. J.

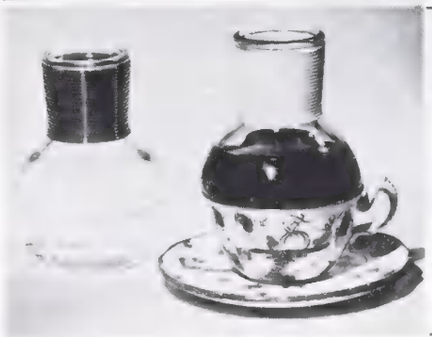


Magazine Show Case

"Cover art" goes on the wall. This large, handsome wall rack holds about 30 magazines in upright position where each is visible for convenient selection. For the living room, study or playroom—ideal for the office and reception room. Finely hand crafted in satin smooth honey tone knotty pine or lovely mahogany finish.

Size 23" x 27" Price **$17.50** Express Chgs. Col.
No C.O.D.'s please

Field House
BOX 179 NO. CONWAY, N.H.
Dept. B5-1



ATTRACTIVE NEW COFFEE HOTTLES
★ Keep Liquids Hot!
★ Prevent Spilling!
★ Simplify Service!

No need interrupting your meal to serve seconds when you use these smart, individual Hottles—each person pours his own coffee when desired! Made of heat-resisting Glasbake, they hold the hottest beverages without fear of breakage, may be washed in dishwashers or dishpan without injury to plastic collar or glass. Fit directly inside cup. Perfect for daily use, parties, outdoor snacks and bed trays—for tea, soup or broth. Makes an unusual, appreciated gift!

Box of 2 **$1.95** *plus 25c postage*

Write for free gift catalog

The SALT & PEPPER SHOP Dept. B-51
445 E. 86th St. New York 28, N. Y.

TODAY'S GIFT



TOMORROW'S HEIRLOOM
To cut and serve *THEIR* Wedding Cake . . . or *YOURS*

"Top Thrill" bridal gift! Stunning cake server, *Sterling* handle, their names and wedding date *engraved!* A priceless treasure as anniversaries pass! 9½" long; Stainless blade; available only in handsomely simple pattern illustrated. Unbelievable value! (And Incredibly good taste!) *Print* names and date clearly; enclose check or M.O. Immediate delivery.

SERVER, STERLING HANDLE, DATE & NAMES ENGRAVED, GIFT BOXED . . . ONLY **$8.95** ppd.
TAX INCLUDED

J. R. PORTER
BOYNE CITY, MICHIGAN



A waste basket beautiful inside and out

Outside, it's handsome leather. Inside, it's immaculate—and stays that way. The bright idea is a metal lining, further protected by chip-proof plastic paint. Brown, red, green, maroon, ivory, blue or grey—gold-stamped. 4.95

Lord & Taylor

424 Fifth Avenue, New York 18



PENNSYLVANIA DUTCH PATTERNS

Decorate with these pretty, colorful, quaint Pennsylvania Dutch designs. The Jane Zook portfolio includes 50 beautifully drawn outline patterns and borders—all different designs and sizes—with complete painting instructions. Suitable for decorating anything from furniture to pill boxes.

50 Pennsylvania Dutch Patterns (Folder D-200) $1.25 postpaid

Also

5 Sheets of Ready-to-Use Pennsylvania Dutch Stencils (Folder S-300) with color guide and instructions ..... $1.25 postpaid

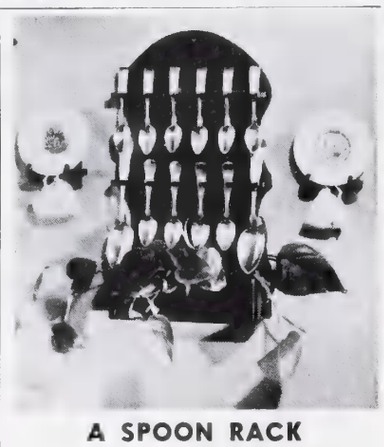
5 Early American Tray Patterns (Folder T-100). 5 different patterns for 5 different sized trays, with complete instructions for painting $1.25 postpaid

Sorry, no C.O.D.'s

Catalog of complete line of patterns, stencils, undecorated toleware and wooden articles, and painting materials free with each order. Catalog only 10¢.

Jane Zook Decorating Studios

459 State Street Lancaster, Pa.



A SPOON RACK

Solid mahogany or maple 10½ x 19 with metal liner for plants.

10.00

Cup and saucer hangers for demi-tasse or standard cups.

1.50 each

Express Charges Collect

Muriel Reynolds
Box 187
Laguna Beach 1, California



7 piece

Wooden Salad Set

7.95 complete postpaid

A beautifully finished and oh-so practical set of finest quality American birch. Consists of serving bowl (8¼" in diameter), servers and 4 individual bowls (5" in diameter), gift boxed.

Kemptons 464 S. Salina Street Syracuse 2, N. Y. sorry no C.O.D.'s

TERRY-GATE

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcasings up to 8". Has no crisscross slats to pinch little fingers or give foothold for climbing over. Height 25". Beautiful natural finish.

2 3-ft. doorways, $5.95 ppd.
3 4-ft. doorways, $6.95 ppd.
3 5-ft. doorways, $7.95 ppd.
Pat. #2,806,121

TERRY MFG. CO.
2834 Colorado Ave.
Santa Monica 14, Calif.





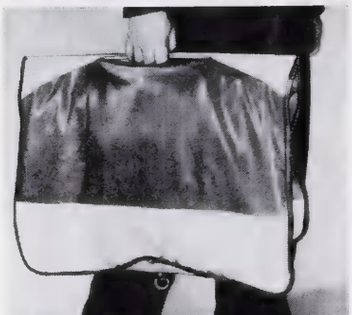
Window



ON THE SCUFF is embroide your name or monogram in b liant fireman-red or bold pol man-blue—and we've never s a better reason for kicking y shoes off. They're called "Pa rounds," and are made of spa ing white terry in sizes for r or women. Specify which. Small, Medium, Large, and Ex Large for men. $2.95 ppd. I ley Linen Studio, 308 W. J phine, San Antonio, Texas.



GREAT SHAKES for con trated orange juice is the Fro-Juice Shaker. All you d pour in contents of can, add w to indicated level, and shake. orange-shaped cap is leakpr and the orange plastic sha hand-painted with flowers, right to the table, stores in frigerator. With 6 serving c $1.98 ppd. You can order it f Mrs. Dorothy Damar, 22 T Place, Newark 2, N. J.



THIS PACKS A WALL for the summer vacationist as as the serviceman. Best of when you get where you're go your clothes are unrumpled can stay hanging right in the which unfolds and hooks ov closet bar. Made of heavy br vinyl with zipper closing. Valet for men holds 3 suits, $5. for women, 6 dresses, $6.95. and post. incl. Foster House, Cole Court, Princeville, Ill.

Clear Transparent Plastic LAMP SHADE COVERS

for use particularly on custom made shades —will not crush braiding—hangs loosely. Protect your lamp shades all year round—keep them looking like new. Dustproof and Washable.



BELL

12"	$1.10
14"	1.15
16"	1.25
18"	1.35
20"	1.45
22"	1.55
24"	1.65
26"	1.85
28"	2.20

For correct size measure your lamp shade across bottom as indicated by arrows—



DRUM

Specify for Drum or Bell Shade. 40¢ additional for Drum Shade. Add 25¢ for postage and shipping. No C.O.D. Money refunded if unsatisfactory.

The Tylers

181-32 Union Turnpike, Flushing, N. Y.

So Handy!

SPRINGFIELD
'PHONE MEMO PAD
with 6 REFILLS (100 sheets each)
and ATTACHED
MECHANICAL PENCIL



ORDER BY MAIL only

$2.

COMPLETE

we pay postag



As natural with a 'phone c bread with butter! Slid under standard squar base 'phone. Presto! It attached *permanently*. Front snaps up whe not in use. Excellent pencil. Refills obtainable Send check or M.O. We pay postage an guarantee satisfaction! Wonderful gift item!

PRACTICAL PRODUCT
P. O. Box 808 Providence, R.

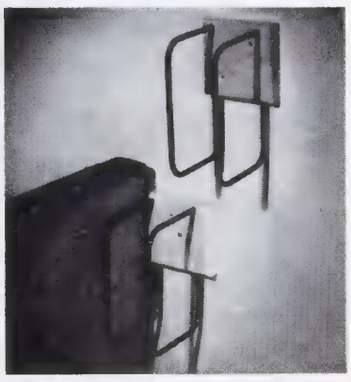
Shopping



SOLE MATE. We've never seen a friskier fellow than this coal black pony. And he's the best boot scraper that ever de-mudded a sole. His jaunty head is welded to a large horse shoe. His body is a blacksmith's rasp. Another horseshoe forms his hind legs. And the horsehair brush for tail will give your brogues a stiff brush-off. $7.50 ppd. Add $1 W. of Mississippi. Horseshoe Forge. Lexington, Mass.



TABLE STABLE is brand new and a sensational idea for keeping card tables on the up-and-up. Mount it on the wall behind door, or in a closet, at a height about two-thirds of the way up the table. Then, when your tables are not in use, slip them in the metal "stables," and they'll stand securely on edge. For 1 table, $1.50; for 2 tables, $2 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wis.



ICE BREAKER. We have one of these, and it's terrific. Called the Beaucoup de Glacé Cube Breaker, it does a superb job of grinding up ice for Green Mint Frappés, Frozen Daiquiris, Scotch Mists, Mint Juleps, etc. The pine tub, banded with copperloy hoops, holds the crushings from 3 trays of cubes! Cast-iron hopper is removable. $9.95 plus 50¢ post. Hammacher Schlemmer, 145 E. 57th St., New York 22.



The way to select **ORIENTAL RUGS**



is to examine them in your own home

Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

200 Perfect Antique Rugs $90 to $200
100 Perfect Antique Rugs $200 and up
500 Semi-Antique Rugs in Old Designs $18 and up
100 Choice 9 x 12 Rugs from Iran $275 to $850

Many giant and unusual sizes

For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, untreated rugs.

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

No obligation to buy.

Inquiries from outside Continental U. S. not solicited.

CHAS. W. JACOBSEN • 401 S. SALINA ST., SYRACUSE, N. Y.



Spoon-Drip

KEEPS STOVE TOP CLEAN

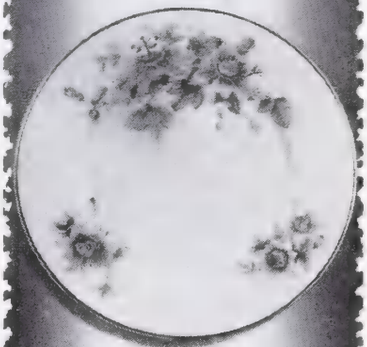
You'll love this clever and colorful ceramic Spoon-Drip dish. Holds 3 large kitchen spoons—keeps your stove top nice and clean, prevents enamel stains. Comes with hole in end, and can be used for wall decoration. Size 8½ inches long. Design is hand painted cherry pattern. Satisfaction Guaranteed! Order several for Gifts.

only $1.69 No C.O.D.'s please. Postpaid.

Send for our folder on unusual gifts.

Abbott's Box 686-BM Fort Wayne Indiana

English **BONE CHINA**



PASSION FLOWER

America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

HERBERT S. MILLS
EAST KING ST.- HAMILTON, CANADA

NOVEL, low-cost GIFTS!



Personalized WEDDING BOWL

A wedding gift that will be cherished and used for years—not tucked away. 9" Vermont maple bowl. Gaily hand decorated. Personalized with names of bride and groom, wedding date. Print names and specify white or natural finish. One day service. $2.95 plus 25¢ for mailing.

PERSONAL SALT AND PEPPER



Rakish, brightly colored ship with family name on holder, first names on salt and pepper. Unusual and really practical. Please print names. *Only* $1.00 *complete, postpaid.*

from the Studio of

stratton snow

152A nn. swinton ave., delray beach, fla.



SALTINE SERVERS

Serve all your snacks and hors d'oeuvres in them. It's that fascinating imported Tonala Pottery again that withstands any amount of heat, even a direct gas flame. Bake in them whenever you want a small dish for two, with that delicious flavor of earthenware cooked food. Size, about 7½ x 3.

We send you 3, each in a different color: Cream, Terra Cotta and Cinnamon, and each ornamented differently.

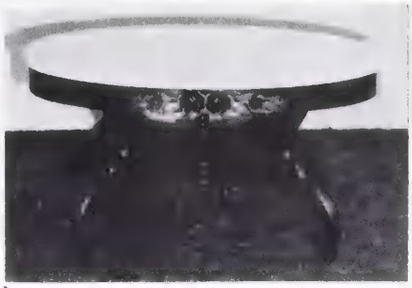
Delivered postpaid to your door without delay or shopping worries.

Set of 3..... **$1.95**

Ask for free catalog of imported merchandise.

The **OLD MEXICO SHOP**
SANTA FÉ_NEW MEXICO

B



MARBLE TOP OVAL COFFEE TABLE

From an era of fashionable elegance and leisure. The base is entirely hand carved, solid mahogany. The practical and lovely top is the same beautifully grained white marble that is used in statues. Top measures 34"x22". Table is 18" high.

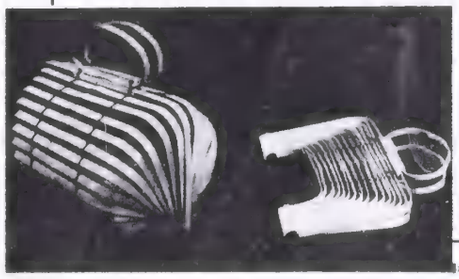
$95.00. We pay all shipping charges.

No C.O.D.'s please

EDITH CHAPMAN 50 Piermont Avenue • NYACK, N. Y.

BASKET COLLAPSES!

nobody hurt!



A basket is known by its versatility as well as by the company it keeps. You'll find this one, collapsed flat for tidy packing, in some of the country's most distinguished overnight bags; likewise on duty with towel and swim suit at the finer beach clubs, touring the smart shops with the fastidious, or rocking gently with the knitting detail. Some people are even trying it on the cat.

In natural bamboo, 15" long, 9" high

$5.25 postpaid

Twining & Buck, inc.
Salisbury, Conn.
member stores: contemporary furniture retailers



Window



TAKE THE VEIL that's a flattering as a second glance and wear it as pretty protectio against spring breezes—whethe you're riding in a convertible o walking around a wind-swep deck. Pure silk French veiling spotted with white velvet se gulls. it comes in navy. black gray. toast, dark green. or brown $1.50 ppd. Crane's. 419 E. 57t St.. New York 22. N. Y.



TWEED DEMON. A twee brush. made by Kent of England has long bristles of genuine Bahi fiber that are flexible yet brisk It's wonderful for your husband' sport jacket, your own camel' hair suit because it picks u dust and fluff without undue wea on the cloth. nap. or surface Even the makers of Harris tweed approve it! $3.95 ppd. Camalie & Buckley. 1141 Connecticut Ave. Washington 6. D. C.



OPEN SESAME for this new lock is a four-number combina tion that is sent you with th lock. Wonderful for your Eighth Grader's bicycle. the door to th liquor closet. or your husband' tool chest, it has a fine quality polished steel chain. Importe from England. and just $1.7 postpaid. F.A.O. Schwarz. 74 Fifth Ave.. New York 22. N. Y



The BEAUREGARD CHAIR

Choice of wood
SOLID HONDURAS MAHOGANY, SOLID WALNUT, OR SOLID CHERRY. Beautifully hand carved and hand crafted reproduction. Deep rose carving. Large full size chair, 41 inches high—26 inches wide—30½ inches deep. Double doweled in all joints with nine eight-way hand tied coil springs in the seat. Full webb construction. Select from six colors in finest quality antique velvet: Kelly Green, Dusty Rose, Light Green, Gold, Red, or Light Blue. Please send check or money order; no C.O.D. **119.50**

We pay shipping charges anywhere in U. S.

NATCHEZ CRAFTS
P. O. BOX 479 NATCHEZ, MISSISSIPPI
"where the old South still lives"

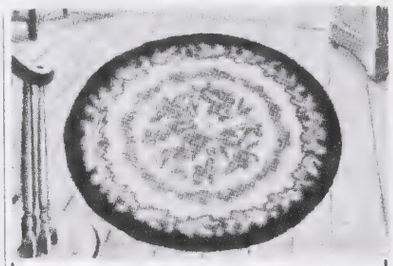


BRASS or COPPER FOOTED WASTE BASKET

Hand crafted of heavy gauge brass or copper and trimmed with embossed bands of solid brass, it stands 12¼" high, top is 9" x 12". Weight 5 lbs. Watertight and lacquered to prevent tarnishing. When ordering specify brass or copper. A distinctive gift.

$17.50 plus 75¢ for sending:
$1.00 West of Mississippi
Without feet, $15.50 plus sending
Write for Catalog

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.



THIS rug will do wonderful things for your entrance hall, your bedroom hearth or the landing of a stairway and it has an heirloom destiny! Hand hooked of 100% pure virgin wool; the blue and rose flowers on a champagne ground are banded in green, blue, black or brown. Each rug carries a tag signed by the maker.

30"	wide	**$21.95**	Postpaid
36"	"	**31.**	"
48"	"	**55.**	"
60"	"	**85.**	"

State size and band desired with check or money order. Sorry no C.O.D.'s. Satisfaction guaranteed.

PINE TREE RUGS
Buckfield, Maine

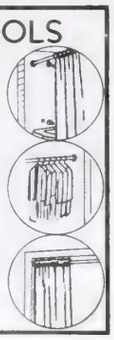
NO BRACKETS -- NO SCREWS -- NO TOOLS



required to put up the amazing

Readi-Rods

that hold *secure* on any surface



No fuss or muss to put up these sturdy rods of polished aluminum for Coats and Clothes in closets, Shower Curtains in tub or stall, Drapery in archways and stairways for privacy, eliminating drafts, etc. Anyone can put up Readi-Rods. Just extend until non-slip ends—*Not Suction Cups*—touch walls. Turn—That's All. Can be raised or lowered without leaving unsightly holes.

21" to 32"—$2.95 30" to 51" $3.95 48" to 72"—$5.95

Postpaid. No COD's please. Add 3% tax in Ohio
Satisfaction Guaranteed

ANDREW COMPANY BOX 57 FINDLAY, OHIO



MAP ASHTRAYS

4" pottery ashtrays designed in the shapes of the 48 States, District of Columbia and Hawaii. Handpainted under glaze. State flower in full color. Lettered with State's name and, if desired, any town at no extra charge. Available with pastel green or gray in tray's base.

$1.00 each, postpaid

Set of any four, $3.75 postpaid. Any person's name included, 25¢ extra per tray. Shipped within five days after order received. *(No C.O.D.'s, please.)*

ANNIE LAURA CERAMICS
Box 289 Downey 41, Calif.



it's
HOPALONG CASSIDY'S
ball point PEN
it's OFFICIAL
it's a PARKER!

Just the pen for the "Hoppy" fans in your family. That sculptured likeness of "Hoppy" on the top will make the kids want to do their homework. Smooth-writing, good-looking, durable . . . with Western-stitched clip and cowboy designs on the silvery cap. Official "Hoppy" signature on the barrel, too!

Not a toy! A genuine Parker "Parkette", and it only costs

$1.50 **POSTPAID including postage**

(send check, money order or cash—NO COD's, PLEASE)

Extra Parker refill cartridges . . . 35c each

order the easy, convenient way — by mail from

schorr's
335 High St., Burlington, N.J.



DIAL IN THE DARK

. . . with Nite-Tel-Lite. When you lift the receiver, the dial lights up and flashes emergency phone numbers. Or use it as a soft, steady light all night by flicking the switch. Nite-Tel-Lite matches phone, is Underwriter Laboratories approved. Complete with bulb and cord ready to snap on any bell-in-box phone, $4.95 postpaid. Money back guarantee.

THURIN'S
524 Market Ave. N., Canton, Ohio, Dept. A

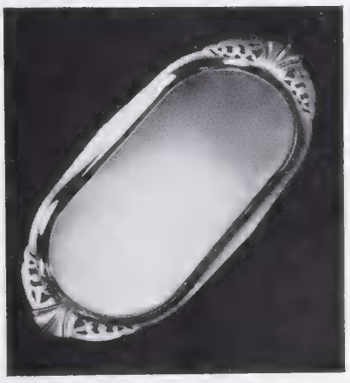
Shopping



GREEN WITH IVY. The most enchanted ivy basket that ever hung on a wall or beside a sunny window is hand-woven of natural reed. It comes with jade-green ivy plants, rich planting soil, flower pot inside basket, 2 ceramic birds to perch on roof and nest, a metal hanger, and raffia for hanging. It measures about 10″ high, 8″ wide, costs $3.95 ppd. Harry and David, P.O. Box 370, Medford, Oregon.



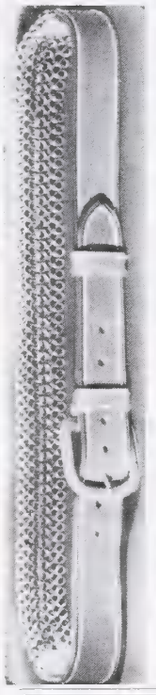
WEDDING BELLE. Look what we found! An elegant silver tray that's just the right size for serving cocktails for two, for holding a creamer and sugar, for incoming mail on the hall table, for a wardrobe of lipsticks on the dressing table. Heavy silver plate, 10″ x 5″, with filigree handles, the amazing price is just $5.95. Tax and postage are included. Page & Biddle, Haverford, Pa.



HOT STUFF stays hot on this miniature outdoor fireplace. If you didn't use it for another thing but after-dinner coffee on the terrace, it would be worth its weight in enchanted evenings. The 6¼″ x 5″ x 3″ "barbecue" is chartreuse ceramic. The chubby candle that supplies the heat is set in pretend logs, and a metal grille rests above it. $3.50 ppd. Arthur's of Plainfield, 178 E. Front St., Plainfield, N. J.







WONDERFUL COMFORT FOR DAD

MARTIN'S EXPANDING SPRING BELT

Made in England, for sports, resort or everyday wear. Patented spring action "breathes with you." Will not rust, stain or lose its spring. Cowhide or Pigskin Fronts. A Father's Day Gift that's different.

Sent Postpaid (Send Waist Size).

SIZES 27″ to 46″
Tan Cowhide, $3
Narrow Cowhide, $2
Tan Pigskin, $3.50
Matching Leather Suspenders with spring action,
Short, Regular, Long, $3.

British Makes, Inc.
525 Main St.,
New Rochelle, N. Y.
Tel. NEw Rochelle 2-7100



WEDDING or ANNIVERSARY PLATE

Wedding bells, orange blossoms and a happy couple before the altar! A lovely wall decoration—a permanent reminder of that important occasion . . . the wedding day! 10-inch Ivory plate is beautifully decorated in 24-Karat Gold and Black, with orange blossoms in natural color. An ideal gift to newlyweds—an anniversary gift to be treasured! When ordering, print first names and dates. (Invisible "ring" hanger 85¢ extra.) **$3.95** each Postpaid

Order by Mail
Send Check or Money Order. Write for Catalog

L. F. BLACK & CO., INC.
99-16 Metropolitan Ave., Forest Hills, N. Y.

"SHINER-UPPER" for Everybody's Shoes



Complete, Self-Contained Kit

At home—travelling—in the office—keeps all the family's leather shoes sparkling like new. Metal case with genuine lamb's wool buffer attached holds generous tube of Griffin's Lotion Cream, perfect for any color leather—and handy applicator. In heavy pliofilm draw-string bag, your Shiner-Upper packs in anywhere. Perfect gift! Your choice of pastel green or yellow.

Order Today! **$1.50** Postpaid

Please—no C.O.D.'s—no stamps.
MONEY-BACK GUARANTEE

LANE PRODUCTS, INC.
P.O. Box 5287, Dept. T, Phila. 26, Pa.



PLAY BETTER GOLF with only 1 CLUB.. the MIRACLE adjustable

. . . **IS ALL YOU NEED!**

Combination head-cover & detachable pocket for Balls, Tees, Etc., Slips on to your belt. **ONLY $1.50**

POSITIVELY LOCKS INTO EVERY POSITION FROM DRIVING to PUTTING. Tested and approved by Professionals & Amateurs. In 3 lengths: 36″ Short; 37″ Med. 38″ Tall. Specify right or left hand.

JUST THINK!

NO BAGS TO CARRY.
CARTS TO PUSH.
CADDIES TO PAY.

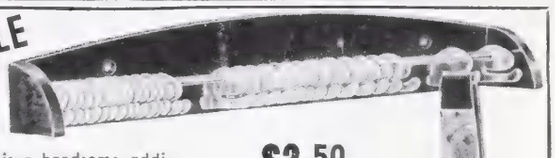
• Augment your set with this EXTRA club for Travelling, Vacations, Guests, Twilite-Golf, etc. An Unusual Practical gift. Join the thousands of Men & Women who now enjoy playing with this all in one Club. TRY IT—BUY IT.

ORDER with confidence. *Satisfaction guaranteed* with 10 day refund privilege **ONLY $22.50**

Write for your free copy "How I really enjoy golf" by Wes Beatley

INTERNATIONAL GOLF PRODUCTS
4463 W. Madison St. Chicago 24, Ill.

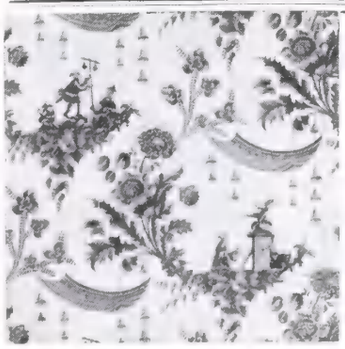
WHY FUMBLE



This modern tie-rack is a handsome addition to a man's closet. Lets him always see the tie that matches his suit. Individual plastic hangers threaded on chrome bar. Sturdy plastic mahogany back 15″ long holds 30 to 50 ties.

$3.50
30 ties postpaid
40 ties $3.75
50 ties $4.00

BELDING NOVELTIES **Dept. A**
1372 West 111 St. Cleveland, Ohio



MING

Matching Wallpaper and Fabric

A delightfully whimsical pattern . . . from an old document. Available in fabric and wallpaper. Will provide a unique accent note for the traditional décor. Write for sample swatches.

Fabric - $4.75 per yard. Wallpaper - $6.00 per roll

A. L. Diament & Co.
Established 1885

34 E. 53rd St. . . . . New York
1515 Walnut St. . . . . Philadelphia
Spread Eagle Mansion . . . . . Strafford, Pa.

They're Made for Each Other!



A Perfect Symphony of Design and Color

WARNER'S MALMAISON

The wallpapers that create a harmonious background for gracious living.



The rich style and true artistry of design and color of the three Malmaison patterns and matching border provide a wonderful opportunity to create a delightful symphonic harmony of room to room ensemble or within room decorating. This versatile group of wallpapers allows imaginative interpretation of background treatment for living room, hall, dining room, bedrooms, dressing room, kitchen or bath. Each pattern available in four lovely, matching color combinations. Prices range from $2.40 to $3.30 per single roll for ensemble patterns. Border 75¢ a yard. Slightly higher on the west coast.

SEND 25¢ for Booklet of generous Malmaison Samples including all color combinations for each pattern and border

The WARNER Company CHICAGO

Dept. BA 10, 420 South Wabash Avenue

Window Shopping



THE BEDSIDE MANNER o the Thermal Guest Set leaves nothing to be desired. The 4-cup plastic jug keeps drinks hot for 2 to 3 hours, cold up to 10 hours. So of course it's perfect for ice water or hot milk at night, coffee in the morning, lemonade in the afternoon. In copper, pewter, or mahogany color, jug with tray and glass, $4.95; jug alone, $3.95. Ppd. Mastercraft Products, 60 South St., Boston 11, Mass.



THIS TAKES THE CAKE and makes it a thing of beauty that a birthday child will long remember. The set comes with eleven icing tubes, an icing syringe, a two-piece turntable to hold your fluffy prize while you do the decorating, and a complete 30-page booklet giving tips to expert as well as beginner. Imported from England, the complete set is $5.95 postpaid. Susan Smith Company, Dundee, Ill.



FRAME YOUR PICTURES at home and with the saving you and your husband can splurge on dinner and the theater. Made of natural wood, they can be used unfinished or painted to match your décor. 2″ deep, 5″ x 7″ $1.10; 8″ x 10″, $1.30; 9″ x 12″ $1.40; 11″ x 14″, $1.60; 12″ x 18″ $1.70; 14″ x 18″, $1.80; 16″ x 20″ $1.95. Ppd. Minimum order $3.50. No c.o.d.'s. Standard Picture Frame Co., 231 Mercer St., N.Y.C.

(*Continued on page* 37)



This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Price $25.00 delivered to your home. Duty payable on receipt approx. $3.50. Size 22 in. x 12 in. x 9½ in. high. 120 watts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
BRIDGE WORKS, ENFIELD, MIDDLESEX, ENGLAND

Belling
Manufacturers of Electrical Appliances of Distinction since 1912



FAITHFUL HOUND DOGS
ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18″ High and weigh 47 pounds

Solid Brass Dogs..... $29.95
Cast Iron, black satin finish..... $19.95

Catalog of other sizes 6 cents. Transportation collect.

TENNESSEE CHROMIUM PLATING CO.
206 Louise Avenue N Nashville 5, Tennessee



FURS BY REVILLON FRERES

Cadillac

Its grace and beauty have captured the hearts of women everywhere—but only the woman who has *driven* it can know how satisfying this great Cadillac is to her *practical* side. Those miles and miles of confident, trouble-free motoring have taught her how wonderfully dependable and free from maintenance expense it is . . . and she's reminded of its remarkable gasoline economy every time she glances at the fuel gauge. And if she looks a little smug now and then—well, she actually paid *less* for her *Cadillac* than many of her friends paid for *other* makes of cars!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



His famous dinnerware patterns
changed the American dining scene...



His furniture designs gave a new
meaning to the words "modern comfort"...



Now! *Russel Wright* crec
the most stunning colors
ever seen on folding furnit

Russel Wright, the man who has done so much to add
color-beauty to the American home, has created brilli
"Wright Tones" for Samson folding furniture.
Colors that *glow;* colors so different...they match or
with your room scheme in a breathtaking new way!

Samson chairs and tables are upholstered in
washable, stain-resistant vinyl Samsontex.
Legs open with one-hand motion; lock securely.
Legs and frames of electrically-welded tubular steel.
At better department and furniture stores everywhere.



Deluxe spring-cushion folding chairs, $8.95 each
Deluxe folding tables, $13.95 each
Deluxe set: table and 4 chairs, $49.75
Economy set: 5 pieces (not shown), only $34.75



There's a Samson Institutional chair for every
public seating need. For special quantity prices,
ask your local authorized Samson contract dealer or write
Shwayder Bros. for the name of the one nearest you.

Samson *folding furni*

Strong enough to

SHWAYDER BROS., INC., FURNITURE DIVISION, DETROIT 29, MICHIGAN • ALSO MAKERS OF SAMSONITE LUGGAGE • LUGGAGE DIVISION, DENVER



Enjoy a Youngstown Kitchen now—with new Electric Sink—in sturdy STEEL!

IS KITCHEN LUXURY can really be yours

IE LUXURY—a new Youngstown Kitchen e!

ne, you save work! Your new Youngstown ves generous specialized storage space—p dishes, eating and cooking utensils, sup- oking and after-meal clean-up. Spacious s are of beautiful, durable Youngstown usheen.

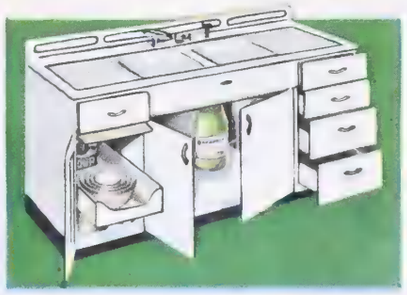
hite finishes on lifetime steel are easy to lerful cabinet sink features, improved food waste disposer, and completely modernized automatic dishwashing — these and many other Youngstown Kitchens luxuries make life easier.

Let your factory-trained Youngstown Kitchen dealer show you *your* dream kitchen in perfect miniature, how to save on installation and how easy it is to finance. If building, specify Youngstown Kitchens—you'll *save!*

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

Youngstown Kitchens®

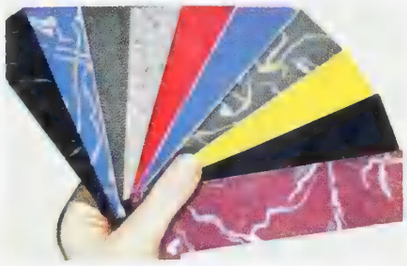
© 1951 Mullins Manufacturing Corporation



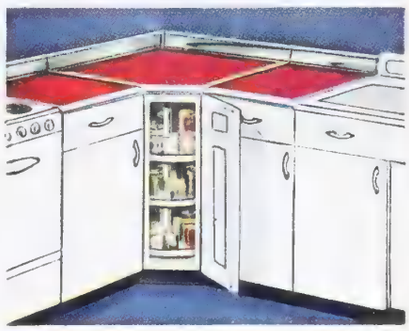
Youngstown Kitchens 66" DeLuxe Cabinet Sink, one of 13 models. One-piece, acid-resisting porcelain-enameled steel top, rinse spray, swinging mixing-faucet, cutting board, sliding shelf, cutlery drawer. Big no-splash bowls; lifetime ALL-STEEL construction.



Shred food waste down the drain, before it can become garbage, with the Youngstown Kitchens Food Waste Disposer. Keep your kitchen clean as you go! Continuous feed; self-cleaning; and *double* the shredder life.



Exclusive Youngstown Kitchens Cusheen Cabinet Top material in ten glamorous basic colors. Clatterproof. Cushions dishes. Resists stains, wear, all normal kitchen usage. Bonded permanently to steel cabinet top.

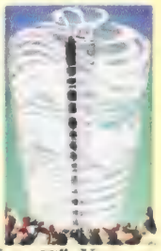


Rotary Corner Base Cabinet has shelves that turn easily to bring articles you want right up front! Puts often-wasted corner space to work . . . holds up to 78 average-size cans. Articles can't fall off back of shelves.

Call Western Union, Operator 25, and without charge get the name of a nearby dealer.



Exclusive Youngstown Kitchens Jet-Tower with amazing Hydro-Brush Action! 58 whirling, swirling jets of booster-heated water brush-flush and double-rinse every part of every dish sparkling clean in just 9¾ minutes (average water pressure). Then Dishwasher stops and lid opens *automatically* for fast self-drying of dishes.



Completely modernizes dishwashing! New 27" Youngstown Kitchens Automatic Dishwasher features Jet-Tower with exclusive Hydro-Brush Action. Does all the dishes for a family of six. In gleaming, white-enameled steel cabinet that matches all Youngstown Kitchens Cabinets and Cabinet Sinks. Easily installed in any kitchen.



SEND FOR NEW BOOKLET!

Youngstown Kitchens
Mullins Manufacturing Corporation
Dept. HB-551, Warren, Ohio

Packed with colorful kitchens, helpful hints, planning ideas! Fully illustrated. Send 10c in cash to cover cost of mailing; no stamps, please.

I plan to build ☐ I plan to remodel ☐

NAME _____ (Please print)

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____



All accessories by B. Altman & Co.

Just what the doctor ordered—

a sound night's sleep

One way to invite deep, restful sleep is to be sure right now that the blankets on your bed—and baby's—have kept their warmth.

You're safe if they're North Stars—for a genuine North Star, America's finest all-wool blanket, can be trusted to keep its soft, fleecy, pure wool warmth-for-its-weight winter after winter. Make a sound investment in better sleeping—replace your worn-out, warmth-out blankets with long-wearing, warm-wearing North Stars. You couldn't find a sounder prescription for healthful, restful sleep.

(Happy gift reminder—every baby deserves the luxury plus quality plus sweet baby hues that only North Star baby blankets give.)

Play decorator, too—North Stars come in wonderful colors—radiant Desert shades—each one bright and beautiful! Mix or match to give a lift to all your bedrooms.

NORTH STAR WOOLEN MILL COMPANY
40 W. 40th St., New York 18, N. Y.
Mill at Lima, Ohio

North Star

North Star—shining name in blankets



Window Shopping

CONTINUED FROM PAGE 32

IT'S A BRICK turned "sweater-girl"—and one of the most ingenious book ends that ever supported a family of best-sellers. You supply the bricks, but the terri-knit Book-Jacs are sent you from this shop. They come in aqua, brown, or dark green, and the opening at each end is a grand "frame" for snapshots. Fine doorstop, too! $1.25 pr. ppd. California Ways, 132 North B St., San Mateo, Calif.



OVEN BARBECUE. In these days of astronomical meat prices this kitchen helper is welcome indeed. Made of chrome-plated steel, it holds the roast on a spit so you never baste or turn the meat. Ergo, you reduce shrinkage, save flavor, vitamins, and money! Hostess Oven Barbecue clamps to any roasting pan, is perfect for poultry, beef, pork. Try it for baked potatoes, too. $1.95 ppd. Joe Smith Sales Co., Joplin, Mo.



CARTOON TALLIES and score pads will add a light touch to the most serious bridge games. But should the humorous illustrations of bridge players fit your group, you'll enjoy them even more. A dozen tallies and 3 score pads, all with different designs, are $1.25. There are 24 different tally cartoons. Extra tallies, 50¢ doz.; extra score pads, 25¢ each. Postpaid from The Pascos, West Hartford 7, Connecticut.





MEXICALI SANDALS

from South-of-the-border

Style AW. Criss-cross sandal of fine suede leather with 1½ inch wedge heel. Fits snugly and comfortably like a glive. Colors: red, green, dark blue, black, yellow, with white trim. Please give second choice of color.

Send shoe size, outline of foot and $5.00 Postpaid. Add 3% in California. For C.O.D. orders $1.00 deposit required.

THE MEXICO CO.
Dept. HMA **Calexico, California**

(Send for folder showing many styles in thongs, sandals, huaraches, bootees and aqua-pumps for women, men and children. 6c will bring folder by airmail.)



Purr-fect Timer
KIT-KAT KLOCK

The cat's whiskers glow in the dark. So do his eyes, and the dial of the excellent electric clock contained in his tummy. Even more arresting, his eyes roll back and forth, and his tail wags with every ticking movement. This is one black cat any one would be thrilled to have cross his path. Equally intriguing for child's room, kitchen, den, or rumpus room. And it's guaranteed a full year! Postpaid, only $13.95

Order by mail. Sent you postpaid from

Helen Gallagher

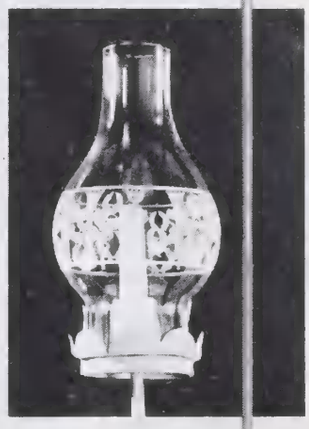
413-BF Fulton St. Peoria, Ill

hurricane lamps

$3.15 each



over-all height 57 inches



A wonderful way to say hello. These handsome all-white metal lamps stand fifty seven inches high, have pointed iron stands and glass chimneys etched in graceful white design. Each, complete $3.15.

We'll be glad to ship them to you. Please add 35c for postage.

to be found only at

frost bros.

san antonio, texas



TELELITE Solves All

Television Lighting Problems!

$4.95 Postpaid

Having trouble lighting the room for television? Settle all arguments — use TELELITE!

Graceful design, of satin-finish spun aluminum, 8½ in. tall. Put it on top of your receiver, turn out all other lights and enjoy the finest television viewing you've ever had.

Money-back guaranteed if TELELITE doesn't do all we say. Mail orders filled by prepaid parcel post. Send check or money order now!

BARNARD'S

"On the Country Club Plaza"

4724 Broadway Kansas City 2, Missouri



EARLY AMERICAN LADDER-BACK CHAIR

$6.75

Don't let the price fool you! Here is a chair of authentic design with a hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood.

Unconditionally Guaranteed!

Height 42" Seat 18" x 14"
Height of Seat 18"

Unpainted but sanded to a smoothness ready to wax or decorate $6.75
With natural finish $7.75
With Mahogany finish $8.50

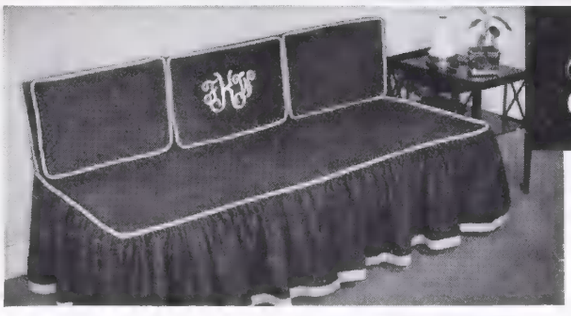
COMPARE FOR QUAINTNESS AND CHARM!
COMPARE FOR UNRIVALLED VALUE!

Write for illustrated catalog of other Early American reproductions.

Minimum Order: 2 Chairs

Express Charges Collect *Sorry, no COD's*

Jeff Elliot Craftsmen
Dept. B-4
Rt. 3, Elizabeth City, North Carolina





Sofa-Bed Style (tilt back) with separate sections to fit arms 4" to 5½" wide.

Set the Fashion for YOUR Set!
MONOGRAMMED STUDIO COVERS

Clever personal touch! Your 1, 2, or 3 letter monogram in beautiful hand-type embroidery on heavy Pebble Crepe Cloth. Ruffled skirt on 3 sides . . . 3 reversible cushion covers with gripper fasteners. Fashion-cued colors with contrasting monogram and jumbo cord welting. Fits any standard studio or sofa bed. Can be washed or dry-cleaned.

$22.95 post paid monogram included

SMART-MART, 601 West 26th St., New York 1, N. Y.
Please send ■■ the following Covers at $22.95 each:

Colors:	Studio Couch	Sofa Bed
GREY with green trim		
WINE with grey trim		
GREEN with chartreuse trim		
BROWN with chartreuse trim		
CHARTREUSE with green trim		

MONOGRAM: 1st ____ middle ____ family ____

NAME.....

ADDRESS.....

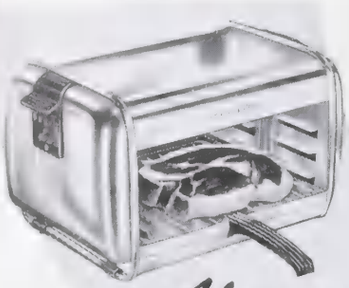
CITY.....ZONE....STATE.....

Check ☐ Money Order ☐

SMART-MART • 601 West 26th Street, New York 1, N. Y.



Window



Always Rushing? Use these Time-Savers!

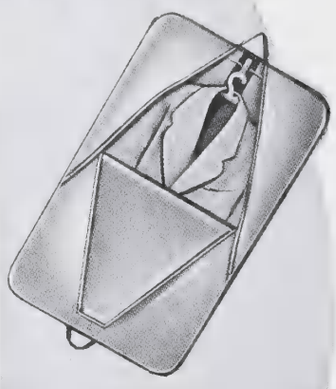
SPLIT BROILING TIME THE INFRA-RED WAY

Broil steaks, chops, chicken, fish, etc. *in minutes* — with Broil-Quik — well done, medium, medium-rare, or rare by placing the broiling pan at various levels. Has wide-open front; bakelite side handles stay cool. The pan handle folds in when not used. Heavy gauge steel body, highly polished chromium finish. 115 v. AC/DC. UL approved. 19" wide, **35.95**; 17" wide, **32.95.**

SPLIT PACKING TIME THE MODERN WAY

Ideal for train, plane, boat or car. Simpak is only 30 ozs., holds 6 dresses or suits, and can double as a garment bag. Strong zipper opening. Pack it quickly, carry by handle, arrive at your destination, hang it up, and you're unpacked! In Firestone Velon, luggage brown, green, or red, 42" x 26", **6.98***. *For 6 to 10 garments, 57" x 26", **8.98***.

*Add 20% Fed. Tax



MAIL ORDERS FILLED
Free delivery within 150 miles
In N.Y.C., add 2% sales tax

Hammacher Schlemmer
145 East 57 St., New York 22, EL 5-4700
Send for free Spring Catalog H-1



THIS TRAY HEATS UP: You need never come down to a late breakfast and cold coffee again. Hot hors d'oeurves will be piping. The casserole for your terrace supper will be sizzling. Heating unit is contained within the tempered glass platter; wood frame is removable. 10½" x 16¼" platter retains heat ½ hr. *after* it's disconnected. AC-DC. $14.95 ppd. Malcolm's, 524 N. Charles St., Baltimore, Md.



TEDDY BEAR POLO SHIRT. Unless you're resigned to having your soap-and-water bairns look like Dead End Kids, better get a couple of these shirts, because they'll refuse to give them up, even to the Bendix. Made of yellow Durene mercerized cotton, it comes with any first name. With long or short sleeves, sizes 3-4-6-8, $1.85; 2 for $3.50 ppd. Cardograms. Dept. HB. 2449 Fullerton Ave., Chicago 47, Ill.



YOU'LL RISE AND SHINE your shoes every morning, and you'll whistle while you work, because this shoeshine box has the springtime gaiety of hurdy-gurdies and flower carts. Made of gray metal, hand-painted with a yellow rose, there's room inside for your polishing equipment, and the footrest on top makes the job easy. Just $3.50 postpaid from The Lennox Shop, Hewlett, Long Island, N. Y.

PROUD POSSESSIONS!
Pistol Pearl Handle
HORS D'OEUVRE and BUTTER SPREADERS, and SEAFOOD FORKS

collector's items with genuine Mother-of-Pearl pistol grip handles Fashioned by famous Sheffield (Eng.) craftsmen.

Stainless steel, mirror finish blades and tines; and distinctive, antique sterling silver ferrules. Truly graceful elegance for any table!

in matte, tarnish-proof roll

SET OF SIX FORKS.....$15
SET OF SIX SPREADERS...$15

House of LeWitt
NEW BRITAIN, CONN.

POSTPAID MONEY ORDER or C.O.D.



JACK SPRATT GRAVY BOAT
separates fat gravy from lean

If you're dieting and your spouse isn't, here's the gravy bowl that serves you both! It's an ingenious California pottery bowl that, almost like magic, pours only *lean* gravy from one spout, only *fat* gravy from the other. You'll like its clean modern lines and its easy-to-grasp handle, too. Wonderful for chicken gravy. In standard California colors of forest green, burgundy, chartreuse or grey.

postpaid **$2.95**
mail orders promptly filled

Ward Phillips Co.
Dept. B-15
9 Main Street, DUNDEE, ILL.



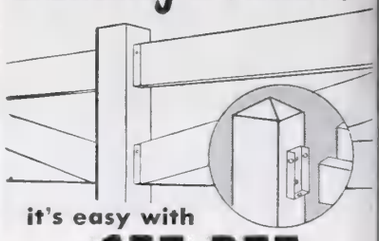
CLAN PLAID
8 PIECE LUNCHEON SET

4 Round Place Mats — 15" diameter. Natural pure linen centers, edged with fine gingham ruffles. 4 napkins to match. In red, green or blue plaid.

$5.95 POSTPAID
Sorry, no C.O.D.'s
Mention Color

Mrs. Robinson
WAYLAND SQ., DEPT. 2, PROVIDENCE, R. I.

Building a Fence?



it's easy with
CEE-BEE FENCE BRACKETS
No Notching—No Mortising!

Easily installed by nails or screws, cut building time in half. Rustproof, paintable. Ranch-type rails or picket sections will fit rigidly into Cee-Bee Brackets... the sections can be made permanent or removable. 1x4, 1x6, and 2x4 sizes in stock. 1x8, 2x3, 2x6 on special order.

$2.50 PER DOZ.

Add 25¢ for parcel post.
Send check with order to:

CEE-BEE COMPANY
703 Thorpe Building, Minneapolis 2, Minnesota

● *The inspired wedding gift...*



MARRIAGE PLATE
of engraved Fostoria Crystal

A MARRIAGE PLATE, useful and beautiful, of clear crystal, engraved with names of bride and bridegroom, and date of wedding, encircled by a wreath of orange blossoms. 14" plate suitable for use with silver or china service.

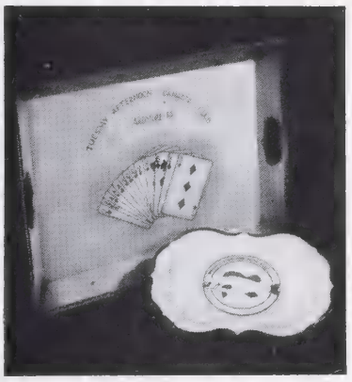
10 day delivery, parcel post prepaid. Sorry, no C.O.D. $15.95

THE HILL SHOP
NEWARK Box 14 NEW YORK STATE

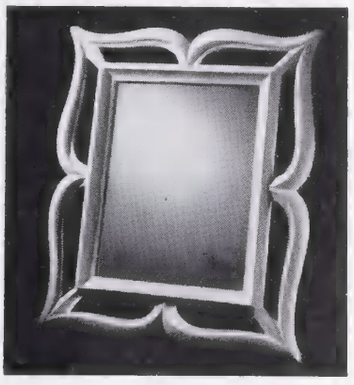
Shopping



THIS TAKES THE PRIZE and makes it something the saltiest sailor at the yacht club will show off right along with his silver trophies. Antiqued metal trays can be marked in color with any club symbol, name, or date. Wonderful for the Canasta queen of your card club, the most successful angler in your husband's fishing group. 7" x 9", $3.50; 12" x 16", $9 ppd. No c.o.d.'s. Youngsports, Chester, Pennsylvania.



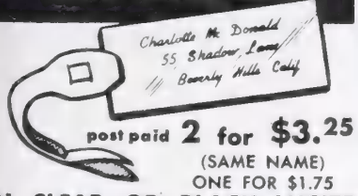
LOOK HERE whenever you need a quick jolt of self-confidence, because this is a mirror that will frame a pretty face so it looks like a portrait of springtime. But it's a stern critic, too. No smeared lipstick when you look through *this* looking glass! With molded wood frame in white or French gold, it's 13" x 15", has easel back. $6.50 ppd. Henry Rosenzweig, 723 Lexington Ave., New York 22.



IN THE JUG of glazed stoneware there's the very best sirup ever tapped from a Vermont maple. And when your waffle and pancake hounds have devoured every honey-rich drop, the moss green, turquoise, rosedust, or earth-brown jug becomes an eye-catching ivy holder. It comes with a black, wrought-iron bracket and antique screws. $1.75 incl. 3 ounces of sirup. Ppd. Sugarbush Farm, Woodstock, Vt.



YOUR LUGGAGE IS SAFE with this SMART LUCITE TRAVEL TAG



post paid **2 for $3.25**
(SAME NAME)
ONE FOR $1.75

IN CLEAR OR BLACK LUCITE

Now your luggage can be easily identified and made to look smarter with this bright new travel tag. Choice of black or clear lucite, beautifully stamped in gold with your name, address and city. Strong locking straps in red, black, tan or brown. A lovely gift to receive or give. Order today. No C.O.D.'s please.

WRITE FOR FREE CATALOG OF OTHER NOVEL GIFTS

Monogram Shop
84 WESTMINSTER ST., PROVIDENCE 3, R. I.



Save yourself costly mistakes with this handy, purse-size

FIELD GUIDE TO EARLY AMERICAN FURNITURE

by Thomas H. Ormsbee

▶ In this compact, lavishly illustrated, easy-to-use handbook, the nationally known expert on antiques and antique collecting provides you with a sure guide to the INSTANT IDENTIFICATION and VALUE of all types of furniture before 1850. The only book designed for quick, ON-THE-SPOT reference in antique shops and auctions, this FIELD GUIDE will spare you expensive blunders and help you to gratifying bargains, by training you in the art of shrewd, accurate appraisal. Its information-packed pages, which combine precise drawings with short descriptions of wood, finish, size, hardware, and other crucial characteristics, enable you to judge at a glance every American antique, distinguish reproductions from originals, and estimate their cost. Send $4.00 to LITTLE, BROWN & COMPANY, 34 BEACON STREET, BOSTON 6, MASS.



Entertaining ideas— from Jensen's ceramic collection

Hors d'oeuvres board of mahogany or ebonized wood—its ceramic fittings decorated with gaily colored hens and roosters, $48.

Stainless steel cheese knife with matching ceramic handle, $5.

Individual canape plates of matching design. Each, $3.25.

Swedish crystal cocktail glasses in the "Gramercy" pattern. Dozen, $12.

MAIL AND PHONE ORDERS FILLED—ELDORADO 5-6630
NO CHARGE FOR DELIVERY WITHIN 300 MILES

GEORG JENSEN INC.
Fifth Avenue at 53rd Street • New York 22, N. Y.

Hagerstrom ORIGINAL

A sign of distinction for your own premises or as a gift for a friend. Made of aluminum finished in rich black.



Name up to 14 letters on both sides in aluminum. 16" wide, 18" high. $19.50

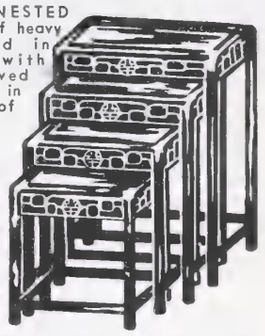
COPPER LANTERN. Black finish to match sign, 19" high, $28.50, with 4" x 4" post cap. 22" high lantern $38.50.

All prices f.o.b. Wheeling

WRITE FOR FREE CATALOG

HAGERSTROM METALCRAFT STUDIO
Handcrafted Specialties since 1922—Weathervanes, Door Knockers, Foot Scrapers, House Signs, Mail Boxes, Fireplace Screens, etc.
41 Old Milwaukee Road, Wheeling, Ill.

IMPORTED STRAIGHT from CHINA to you



4-pc. NESTED TABLES of heavy teakwood in black with hand-carved open work in designs of cherry blossom, bamboo, grape or character (as illustrated). Size of largest table: 13½" x 18½" x 26½" high. Per set **$68.50**; free delivery anywhere in U. S. Send check or money order. No C.O.D.'s. Ladies' Slippers of silk satin (choice of black, red, green, and royal blue). Come brilliantly decorated or embroidered by hand. Soft leather sole with padding.



Sizes: 4 to 10 $2.95 a pair postpaid. Send check or M.O.

THE NANKING at Waikiki
2079 Kuhio Ave., Honolulu, Hawaii



For Your Garden

This chubby little fellow with Jug and Bird Bath is 25 in. high, 28 in. wide. Jug to pour water easily arranged. Made of Pompeian Stone—$65.00 f.o.b. New York. Figure without bird bath $35.00.

Write NOW for our catalogue, picturing a great variety of Lovely Ornaments in Stone, Bronze and Lead—for House or Garden—from $5 to $1,500.

10c please for mailing.

Erkins Studios
Visit our GALLERIES
42 West 40th St., New York 18

colorful prints at bargain prices

Bouquets



6 Prévost flower prints

MARBORO brings you, at an amazingly low price, full-color reproductions of six of the most beautiful flower paintings ever created. Prévost's lifelike, giant-size bouquets have been cherished by art critics and nature-lovers for almost 200 years. Now all their subtle shading and bright freshness has been magnificently captured in these remarkable 9"x 12" prints. Each charming bouquet is on an individual unbacked sheet ready for framing. Published at $3.

Portfolio of 6 prints.....now only **1.00**

Exotic Birds

10 tropical birds by Gould



A portfolio of 10 brilliantly-colored tropical birds that will add a bright and cheerful note to any interior. These prints, by the famed John Gould, boast dazzling, true-to-nature colors that are beautiful beyond belief. **Leadbeater's Cockatoo, Galah, Rose-Breasted Cockatoo, Paradise Parakeet** and many more of the most exotic bird paintings ever reproduced. Frame these 9"x 12" prints singly or in groups for your dinette, living room, bedroom, etc.

Portfolio of 10 prints.....now only **1.00**

French Masterpieces



16 precious paintings

Outstanding works by some of the greatest names in French art—Van Gogh, Renoir, Cezanne, Utrillo, etc.—printed in France in full-color with remarkable fidelity to the originals. Each has been mounted on a 6"x 8¼" mat ready for framing. These beloved prints blend equally well with "modern" or "traditional" settings. Now you can own fine reproductions of great paintings for a fraction of what you'd expect to pay for them.

Portfolio of 16 prints.....now only **1.49**

Audubon Portfolio

16 glorious color plates



Audubon's most highly-prized songbirds, plus the majestic wild turkey and fiery red flamingo can now be yours at an unprecedented low cost of pennies per picture. These large 8½" x 11" prints are reproduced in breathtaking colors directly from the Elephant Folio originals that sell for up to $1500 apiece. Printed on fine, linen-weave sheets, all are suited for framing. Complete with "decorator's mat" to help you select the right print for the right wall.

Portfolio of 16 prints.....now only **1.98**

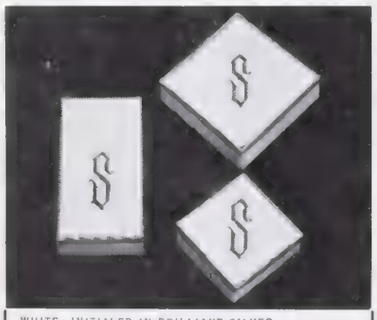
Add new beauty to your home — order by mail today from

Order C.O.D. and pay postman purchase price plus postage, or send cash, check, money order for postage-free delivery.

Satisfaction guaranteed or your money back in 10 days.

marboro books

Dept. 53, 117 E. 24th St.
New York 10, N. Y.



WHITE, INITIALED IN BRILLIANT SILVER, HUNTER'S GREEN OR DUBONNET

hand blocked jewelry initials on paper napkins and towels

Be first to use—first to give—these new, exquisite initialed napkins and matching towels of superb white fashion cord, a luxury-weight paper. A clever hostess will have these in matching sets to adorn her table, her bar and her bath. Also, a gift elite with its clear acetate top gift box.

Cocktail napkins	$1.25	Packed 50 to box. Shipped Postpaid
Luncheon napkins	$1.25	
Guest towels	$1.50	

NO WAITING—IMMEDIATE DELIVERY
No C.O.D.'s, please.

Randall-Kerr

Box 17035 Los Angeles 17, California



Television Viewer's Special

"Tea for Two" TABLES

If you eat while you peep at a television screen, you'll rush to get one or two of these handy, sturdy "Tea for Two" Tables. All hardwood construction, big, heavy plywood tops, 24" x 18". Stand 27" high. Fold up and tuck away when not in use. Ideal for snacks, bridge, or family get-togethers. Finished in deep, rich mahogany or natural blonde. Sent express collect for only $9.95

You'll like them. Order by mail from

Helen Gallagher

413-BF Fulton St. Peoria, Illinois



This is the gift they'll love best:

unique Wedding Invitation Tray!

Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for $5.95. Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, $7.95.

MARKET-COMBERS

Box 3282, Atlanta, Ga. (Sta. F-5)



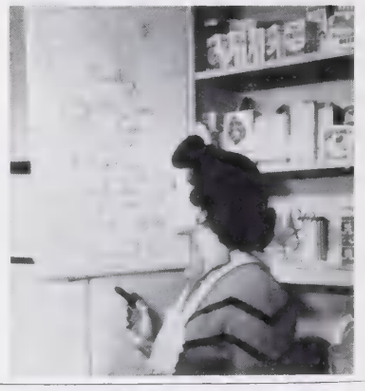
Window



TACK FOR MATEN means "Thanks for the Meal" in Swedish. And no polite Scandinavian would dream of leaving his host's table without saying those three words. Well, after seeing this Swedish cookbook, we understand the custom. Who *wouldn't* say "Tack" for such food. With 200 tested recipes, superb Smörgåsbord, everyday menus, beautiful color photographs. $3.50 ppd. Artisan Galleries, Fort Dodge, Ia.



MEMORY CANDLE. Any girl with orange blossoms on her mind will want this! A 17" frosted white candle is used as part of the bridal centerpiece, scenting the room with a lily of the valley fragrance and dripping green wax. Then it is put away, to be brought out again on each anniversary—right up to the Golden Wedding Day! It burns 300 hours! $7.50 ppd. Downs & Co., 81 Salem Lane, Evanston, Ill.



CRAYOFF LUMBER CRAYONS have been snatched up by the "hep" housewife. Because of a patented soap base, she can jot notes to herself on the woodwork, write her marketing list on a cupboard door, and wipe it off with a cloth. In green, yellow, brown, terra cotta, black, blue, red, white, and purple, box of 12, in assorted or solid colors, $1.75 ppd. Celco Corp., 1631 Tenth St., Santa Monica 51, Calif.



VINE and DANDY

Nicest way to bring "the birds and flowers" indoors — these cheery ceramic planters. Two saucy, yellow birds perched on top of green gourds, which you'll plant with ivy, fill with daisies, or use as summery ash trays. The hand-painted colors, fired under glaze, are clear and Spring-looking. 5½" high.

Vine and Dandy **$2.75** *the pair, ppd.*

mail orders filled promptly



Susan Smith

Dept. B-15
9 Main Street, DUNDEE, ILL.



STEP ON A CLOUD of a billion bubbles. This is 24" by 15" bath mat, made of pure sponge rubber, is an attractive and useful bathroom accessory. It will not slip and comes in an attractive deep coral shade. It is modestly priced at only

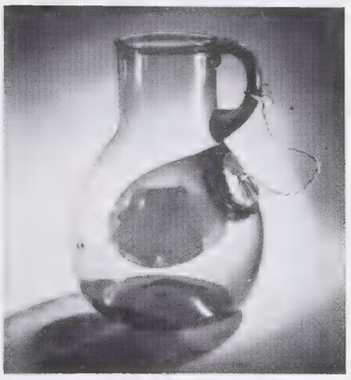
$3.00 ppd. No C.O.D's., please

20 other new and interesting items are listed in our spring folder. Send for your free copy today.

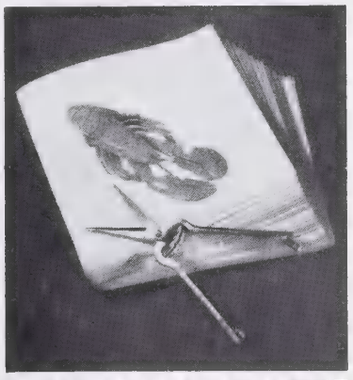
MADISON HOUSE, INC.
58 POST ROAD, MADISON, CONN.

Shopping





W COOLING SYSTEM for favorite summer beverages e "Kool-It" Jug. Its special eservoir chills tangy iced tea, hildren's lemonade, your hus-l's Martinis—yet keeps them strength! Made of green an glass, the jug holds 2 ts, has a raffia stopper. Ice holds standard cubes. $3.95 . Bertram Shrier, 1147 Con-icut Ave., Washington, D. C.



UR LOBSTER PARTY be a red-letter event if you these gala touches to the led guest of honor. The 17" e Masslinn napkins, made of woven cotton, have a whop-red lobster decorating the er. Package of 24 is $1.30. Lobstershere, designed spe-ally for cutting the lobster l as well as removing the t, is $1.95. Ppd. Johnny leseed's, No. Beverly, Mass.



S A SKETCH! Talented l Adams has a wonderful . Send her a clear photograph our house, driveway, summer p, etc., and she'll make a fine and-ink drawing of it. This is reproduced on post cards 2.50 for 100), or on folded espondence cards with enve-s ($25 for 100). Allow about weeks for delivery. Ethel ms, Woodstock, N. Y.



Authentic George II Reproductions in Sterling Silver
These are unsurpassable values in two attractive styles.
Open salt dish (with blue glass insert) and pepper shaker, *set* $16.50
Salt and pepper shakers, *pair* $20.00
Shaker 4¼" High—Postage Prepaid in America—Prices Include Fed. Tax

MERMOD · Jaccard · KING 1829
JEWELERS • STATIONERS • SILVERSMITHS
Ninth and Locust Streets
ST. LOUIS 1, MISSOURI

STUDY INTERIOR DECORATION
SIX WEEKS' PRACTICAL TRAINING COURSE
SUMMER SESSION
Resident Day Classes
Start July 9th. Send for Catalog S
Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.
Home Study Course
Starts at once. Send for Catalog C
Same training for those who cannot come to New York. Practical, useful and intensely interesting.
NEW YORK SCHOOL OF INTERIOR DECORATION
515 Madison Ave., New York 22, N. Y.

57 YEARS OF GUARANTEED SERVICE
Dyeing by Denihan

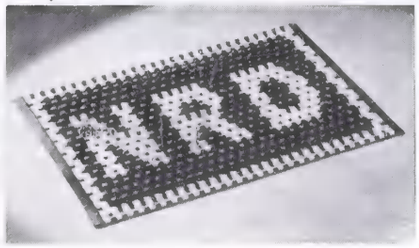
IS AN ART
- Dresses, gowns, drapes, etc. dyed with a guarantee not to shrink out of fit.
- We boast article will not appear dyed.
- Dry cleaning wedding gowns, ribbon, knits, lamé, taffeta frocks, our specialty.
- Invisible Weaving on all fabrics.
- Experts on tapestries, laces, heirlooms, curtains, bedspreads, & mothproofing.

Specialists
Suede and Leather
Cleaned and Redipped
Suede Suits $8.00
Gloves (short) ..... .50
Men's Suede Jackets 4.75
mail to Palm Beach • Hamilton Bermuda
B. J. DENIHAN
215 East 64th St. — N.Y.C. — TE 8-2100

Charming, Graceful Interiors

Hand blown Candylbeme Lamp Bulbs enliven every room with shimmering, romantic, dancing candlelight. Crystal sparkles; every surface reflects a mellow softness that transforms each gathering into a gay, cheerful event. Make your period settings lovelier, more beautiful with Candylbemes.
Quick Delivery
Condelabra Base. Clear 50c, Frosted 55c each, Standard Base Clear 60c. Frosted 65c each. Adaptors to convert Condelabra Base Bulbs to Standard Base 20c each. Add 7½% excise tax, bulbs only. Minimum order $.
Actual Height of Lamp 33¼"
Butler-Kohaus, Inc.
23 Olive Street • St. Louis 3, Mo.


Canada's leading jewellers
BIRKS extends a friendly welcome to all visitors to inspect our fine collection of English Bone China Dinnerware patterns . . . Birks own Sterling Silver Flatware in more than 20 patterns . . . You will find an unusual variety of quality gifts to reward your visit — all at advantageous Canadian prices.
Stores in Principal Canadian Cities BIRKS

Colored **RUBBER DOOR MATS**

Your front entrance will do you proud, and guests will receive a warmer welcome if they scrape mud from their shoes on this good-looking rubber mat. Now available in Red, Black, White, Green or Brown with three initials worked into the pattern in any contrasting color.
16" x 24" (without border) .... $ 6.50
20" x 30" (with border) 9.95
24" x 36" (with border) 13.50
Postpaid
No C.O.D.'s please
EUNICE NOVELTIES Dept. B-51
Our 11th Year
P.O. Box 41 Rego Park, N. Y.



around Chicago

. . . there is a precedent of 84 years' duration; a full and inspiring selection of truly fine furniture and accessories . . . and meticulous care in helping to make your choice the perfect one . . .

it's Colby's

Chicago & Evanston

129 North Wabash 626 Davis Street

JOHN A. COLBY & SONS



THE PENCIL WITH A BRAIN!

Automatically Measures Everything!

Measure your road-map mileage, your cruising channel, even your golf putts and your trout with this handsome and ingenious De luxe Roller Rule measuring pencil. Just roll the top along any surface—it measures as it rolls. Takes curves and zigzag detours in its stride; turns corners with perfect aplomb. Can tackle dozens of jobs beyond the reach of ordinary rulers. A natural for carpentry, hobbycraft, blue-prints — and useful on the distaff side for sewing, knitting, upholstery, etc. $1.95, ppd. SPECIAL 3 for $5. No COD's, please.



the Crow's-nest
Dept. H-2, 59 Park Ave.
N. Y. 16, N. Y.



MONEY-CLIP WATCH

. . . exciting novelty watch that's a perfect timepiece and handsome money-clip in one! It's the ideal gift for golfers, sportsmen . . . for him or her. The watch with a 100 uses clips onto belt, lapel, tie, pockets, purse, and can't fall off! Gift boxed. Handhome genuine alligator case.

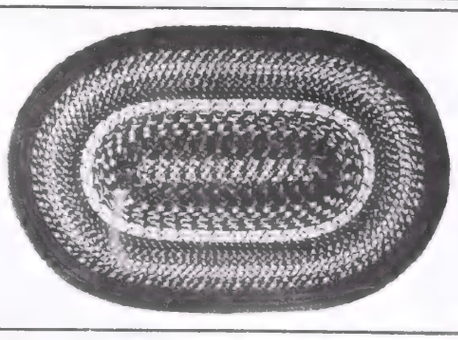
17 jewel movement **$26.50**

Or in 7 jewel movement **$22.50**

Prices include federal excise tax. Prepaid.

No C.O.D.'s.

EDWARD J. LOSOS
Box 470, Oak Park, Illinois



Genuine Colonial

OVAL BRAIDED RUGS

Reversible, durable, heavy weight. Authentic reproductions. Can be dry-cleaned, vacuumed or swept. No rug pad needed. None finer made. Satisfaction guaranteed.

OLD COLONY (All Wool)		BAR HARBOR (Cotton-Wool filled)	
24"x36"	$ 7.95	24"x36"	$ 3.95
27"x54"	12.95	27"x54"	7.95
4'x6'	34.50	4'x6'	16.95
6'x9'	76.50	6'x9'	46.95
8'x10'	109.95	8'x10'	74.95
9'x12'	139.95	9'x12'	89.50

Burgundy, blue, red, green or brown on multicolor backgrounds. Postpaid. Orders promptly filled.

THE DERMAN RUG CO.
94A Main St., Watertown, Mass.



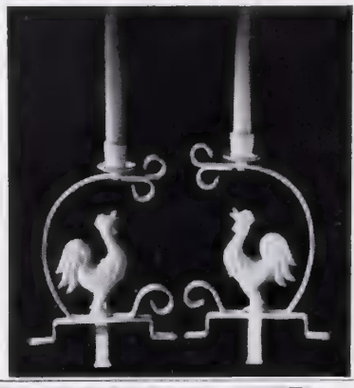
Wind



WHAT'S THE BIG TRACTION? Magnetism, course, and it never worke magic on a better subject these coasters. Imagine the s security of carrying a tray glasses that *can't* slide! Magi coasters of green metalized tic come with a green metal with gold bamboo design. with 6 coasters $5.95. ppd. L China and Glass Co., Springfield, Mass.



DEAR STALKERS. Moccasins will have you wall with the grace of an Indian m Handcrafted of washable, gl soft sueded cowhide, they leather soles and inside cushions. Natural, turquoise, g en corn, brown, emerald gr royal blue, or Indian white women's sizes 4-10. $4.95; m sizes through 12. $5.95. Match bag. $5.95. Ppd. Old Pu Traders, Dept. B, Tucson. A



THEY'LL BE COQ-EY and every guest will wish had these French Provincial cl ticleer candle holders to star her dinner table. A pair wrought-iron roosters comes white or black, would be won ful on the mantel of a w brick fireplace. 10½" high, the $6 each. Triple candle hold $7.50 each. Postpaid from W Phillips Company, Dundee,

Old silver restored for wedding gifts



Choice old silverware, properly restored makes a wedding gift of enduring beauty and sentiment. This can be done at reasonable cost by "Bromwell's" who has since 1873 specialized in replating and repairing the silver treasures of distinguished hostesses in the Nation's Capital.

Ask for booklet No. B51, which enables us to give you costs before you ship your silver.

SILVERSMITHS SINCE 1873

D. L. BROMWELL, Inc.

708 12th St. N.W. Wash. 5, D.C.



Clever Vases . . . Clever Gifts fo

These ingenious Pansy Vases are mad pottery . . . designed by Glenn Mins the noted potter. They are a gift woman will appreciate and enjoy, for clever design enables you to artfully range those hard to handle short stem flowers; can also be used as a frog. Pansy Vases come in Grey-Green or ter's Brown; 4" x 3½"; $2.00 ppd. 3% Sales Tax in California.

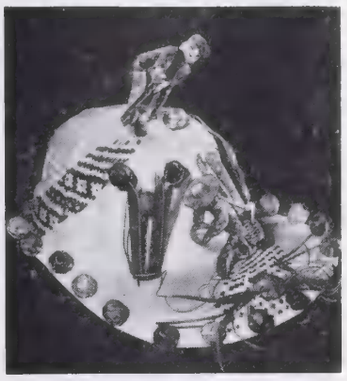
carmel Work center

P.O. Box 2923 Dept. B2
CARMEL-BY-THE-SEA, CALIFORNIA

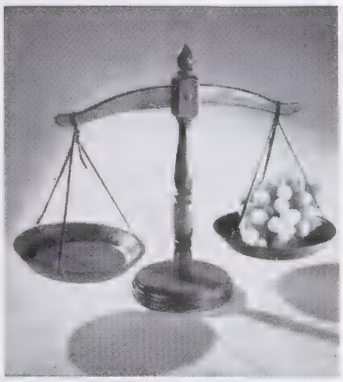
Shopping



FY DOMER is the head- name for this sensational lau hat. Maybe you saw it 'alm Springs last winter. -woven of Mexican-straw, eye-stoppingly ornamented scenes and figures to portray ne of 36 popular sports and mes. Photographed is "Golfer Caddy" hat. Small, medium, , $6.95 ppd. Little Mexico , The Farmers' Market, 7 South Fairfax, Los Angeles.



S MEASURES UP to your important entertaining occa- when you make it the back- nd of a centerpiece. A copy Colonial herb scale, in an pine finish, is wonderfully ative heaped with fresh s, laden with cheese and ers on your coffee table. hide thongs hold the weigh- rays. 12″ x 17″, $5.95 ppd. am Spencer, 710 Chestnut Philadelphia 6, Penn.



BLOOMING BEAUTY, s what this pin-up lamp is! dark green plaque and shade, -painted with red roses, and black wrought-iron scrollwork up to become a decorative mation point for a wall. g it anywhere—guest room, kfast nook, dining room, hall d it will do for your house a new hat does for you. 5 ppd. Northmore's, Box 756, nland Park, Ill.





CHEESE BOARD and STERLING SILVER SERVER

Our handpainted peasant and his pushcart of flowers brighten the ceramic tile center of an ebonized birchwood cheese board. The sterling silver server is an ageless design to match all decors.

Board, 14½″ diameter . . . $16.50

Cheese knife . . . $6 *Fed. Tax Included*

*Add 50¢ for postage and packing * Mail Orders Promptly Filled by Jean Tree*

BLACK, STARR & GORHAM

FIFTH AVENUE AT 48TH STREET, NEW YORK 19, N. Y.

EAST ORANGE MANHASSET WHITE PLAINS

It's New! It's What They Want!
It's Complete! It's Personalized!



BIRTHDAY PARTY PACK

Just Look at All You Get!

Now you can give your little cowboy or cowgirl a rip-roaring, fun packed, exclusive birthday party. Personalized napkins and table cover! Kit also has plates; hats; snappers; nut baskets; balloons; everything with the "Wild-West" motif; 8 party games and guns for everyone!

Additions to the party for 12 may be had at 40c per setting. **Party for 8 $5.95** **Party for 12 $7.50**

All the above items PLUS birthday record sung with any name; center-piece; cowboy mystery masks and invitations. Additions to the party for 12 may be had at 50c per setting. **Party for 8 $7.95** **Party for 12 $9.50**

Send birthday name with order! No C.O.D.'s

PERSONAL GREETING RECORD CO.
Dept. 5-B, 10 East 44th St., New York 17, N. Y.

flower frames



FLORAL DECOR AS YOU DESIRE IT!

$8.50 each, ppd. Pair $16.25

Detachable ceramic bowl *enables you to create fresh new plant or flower "pictures"*, changeable by whim or season.

You achieve a colorful and charming shadow box effect for living room, hallway, dining room or breakfast nook.

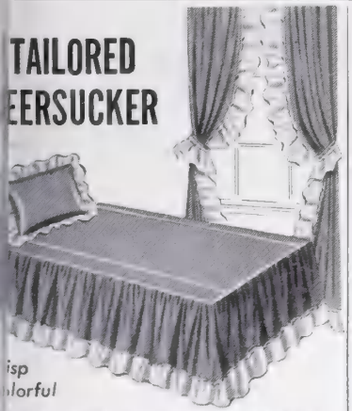
FRAMES, 12″ by 15″ quality woods . . . finished in choice of Natural Grain (Provincial), Jade Green, or Dubonnet.

BOWL, highly glazed grey ceramic, non-porous —will hold water.

Please specify finish when ordering.

artisan galleries
Ft. Dodge, Iowa Dept. HB-15

TAILORED EERSUCKER



isp
olorful

win & Full Spreads . . .	$10.95
rapes, 90″ long	7.95
anity Skirts	5.95
illow Shams	3.95
waggers (drapes)	3.95

cific Mills fabrics. Dusty Rose, Buttercup llow, Cornflower Blue, Sea Green, owball White, Aqua. Seersucker sembles—piping—5″ ruffles. Just tub, y, no ironing—they're like new.

or M.O.— **NORDIC PRODUCTS**
OD's please 37 West 26th Street, New York City

Furniture Wax *by Experts!*



Guaranteed by Good Housekeeping

Formulated especially for famous Drexel! Cleans, protects, restores the finish. For pint bottle, prepaid, send $1.00 in cash to Drexel Furniture Co., 472 Huffman Rd., Drexel, N. C.

by Drexel
Drexel FURNITURE COMPANY
DREXEL, NORTH CAROLINA
LARGEST MANUFACTURER OF QUALITY DINING ROOM FURNITURE



NATURAL HARD WOOD BOOK ENDS

For home or office, these beautiful wood book ends, hand finished in their natural grain and with metal base that slides under books, so they cannot be knocked or pushed over. Come in *Birch, Mahogany, Maple, Knotty Pine,* or *Walnut,* per set **$4.85.** *California Redwood* per set **$5.35.** Prepaid in U. S. A. (Books not included.)

H. E. RUPP
941 20th Street Santa Monica, Calif.



Alvin and International **STERLING PATTERNS**
(Available on Special Order)

Patterns illustrated and those listed below are being manufactured for a limited time on a made-to-order basis only. Delivery will be Fall of 1951 at prices prevailing at time of delivery.

Florence Nightingale	Cameo	Elegance	Old English	Spring Bouquet
Gainsborough	Radiant Rose	Elsinore	Pantheon	Theseum
Mastercraft	Rosalind	Georgian Maid	Primrose	Wellesley
Miss Alvin	Windemere	Lady Betty	Rhapsody	Colonial
Old Orange Blossom	Beacon Hill	Maintenon	Simplicity	Colonial Shell
Richmond	Dorchester	Nosegay	Whitehall	Empress

SUPPLY IS LIMITED—ORDER NOW!
Orders will be filled as received as long as existing stock lasts.

JULIUS GOODMAN & SON
77 MADISON AVENUE MEMPHIS 1, TENNESSEE

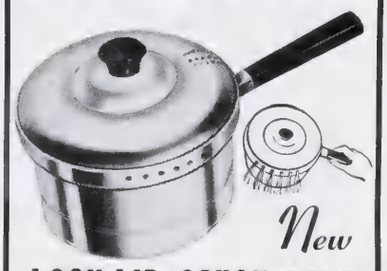


MINTON "ANCESTRAL"

Large selection of English name chinas, Crystal Stemware, Ellis (Birmingham) Sheffield Plate.
— Catalogue on request. —

Charles Duncan & Sons
BRANTFORD, ONTARIO, CANADA

NO WASTED FOODS!
NO BURNS OR SCALDS!



New

LOCK-LID SAUCE PANS
for Waterless Cooking

Drain off water without removing lid! Simply twist "lock-lid" to *drain* position . . . no steaming lids to hold, no colanders to manipulate . . . precious food can't spill! Uses less water, retains health-giving vitamins. Gleaming, heavy-weight aluminum. 3 qt. capacity.

Prepaid if you send check or money order **$4.95**
COD plus small postage charge.
MONEY BACK GUARANTEE
MAJESTIC HOME EQUIPMENT CO.
Dept. H, 817 N. Broad St., Phila. 23, Pa.

Bamboo PLACE MATS *in Color!*



The *New Idea* in PLACE MATS Is Texture and Singing Color!

Only $4.25 POST PAID
8 Settings—1 Runner

In *Yellow, Turquoise, Natural,* or *Forest Green*—today's color trends for Chinese Modern, Traditional or Ranch Houses. Dramatize dining indoors or out! Eight mats, each 12" x 18", center runner 12" x 24", of fine, polished bamboo strips, easily cleaned with damp cloth. Use center runner as background for flowers. The most *unusual new idea* in table accessories we've seen in years! Wonderful wedding, shower, birthday gifts!

"Janet Forister, Dept. 11-B, Bloomington, Ill."
Send . . . . . sets @ $4.25 each set. *Sold only in sets.*
My 1st choice is . . . 2nd choice . . . . .
of *Yellow, Turquoise, Natural* or *Forest Green*—
Clip this. Send for Free Circular.



Hand Loomed In The Heart Of The Smokies

We beat the stores! Gay drawstring handbags of nylon and nylon acetate, woven on old-time looms. Wonder bags for any occasion. Eye-tractive, roomy, washable, too! All white, or bright and pastel colors, solids and mixed. Please give first and second preferences

"SUSAN" Full Size 10" by 14" **3.60**
"JUDY" 'Teen Size 9" by 11" **2.59**

Prices include postage, taxes, insurance. No COD's, please . . . but we guarantee you'll be more than thrilled!

ALAN STALCUP'S **LAURELWOOD SHOP**
GATLINBURG, TENNESSEE
Write for FREE Gatlinburg Craft Catalog

Window Shopping



DO SOMETHING DECO TIVE this spring with thes stenso-murals that apply w or water paint, come with signs, 21½" x 16½". Tr floppy bunny in the nurser stylized nutmeg on the k window shade, the tipsy ele in your bar. Specify kitchen, ery, bar set. $4.98 per set brush, ppd. No c. o. d.'s. Unlimited, Inc., 436 West St., New York 11, N. Y.



SAY IT WITH HUMM The hard-bitten, sophist Twentieth Century is hav love affair with the simpl chantment of childhood as trayed by Sister Berta Hu 12 cards, each with a dif illustration in color, have of space inside for writing With envelopes, box of 12 and there are 5 different bo the collection. Ppd. Agnes 39 W. 8th St., New York 11,



COFFEE MILL. If you've tried grinding your own c you'll be amazed at the diffe in flavor. This mill has a 4 tinned hopper, wood box, drawer, and the iron grinder last indefinitely. Fine for ing spices, too. Or on the de tive side, you might plant it ivy. In natural lacquered or red or blue, $5.95 post Eagle Products, P. O. Box Meriden, Connecticut.

(*Continued on page* 49)

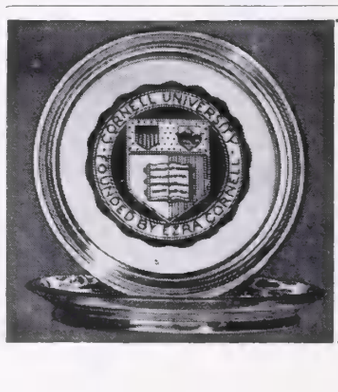
Perfect Gift for the Golfer Who "Has Everythin



PERSONALIZED HEAD COV

They protect and identify clubs . . . add smart touch to golf equipment. Each cove name embossed in gold, and, if desired, of country club, home town or street addi assurance that lost covers will be ret Ideal for birthdays, anniversaries, **FATH DAY** and **MOTHER'S DAY.** Available in liant green, red or blue suede or natural hide leather. Strong leather tying thong in . . . built-in swivels prevent thong twist. 3—$7.45; set of 4—$9.75; set of 5—$ (add 50c if country club name, etc. to b cluded). Sent postpaid and gift-boxed COD's, please. Print name, etc. to be bossed. Ask for **FREE** gift catalog.

THE MACO
311 Harrison St., Peoria, Ill.



STERLING TRAYETTES
with your College Insignia

You'll proudly use or give these fine trayet resplendent with the colorful insignia of college of your choice. Perfect as ash tra candy dishes, coasters, calling card trays wall decorations. Insignia in full color fu indelibly on hardy white Opal Glass is wat proof, alcoholproof, and wearproof. 4½" d meter with ¾" Sterling Silver rim. Gift box *Give College choice.* Tax included. No C.O.D please. $5.50 Pp

Also available in most lodge and service organization insignias.

TALNER JEWELERS
565 Main St. New Rochelle, N.



(Reading from top)

SOLARATA
About $14.00 per sq. yd.

CHAIR CANING HOMESPUN
from the Covered Wagon group
About $13.50 per sq. yd.

PROVINCETOWN MASTERPIECE
from the 20th Century group
About $14.95 per sq. yd.

BEEKMAN
About $7.50 per sq. yd.

PRIMITIVE
About $22.95 per sq. yd.

Prices subject to change owing to further possible wool market advances.

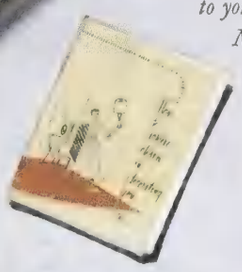
Women with a sense of style prefer

FIRTH

BROADLOOMS

Whatever your budget, there's a flattering Firth carpet for every room in your home . . . just right in color, texture, and style. Firth's Master-Craftsmanship is your assurance of long-lived beauty and extra value. The carpets shown are typical. There's the sophistication of *Primitive* . . . the charm of *Provincetown Masterpiece* . . . the sleek smartness of *Solarata* . . . the enduring loveliness of *Covered Wagon Homespuns.* Visit your Firth dealer today.

Whatever your budget, whatever your problem, enhance the beauty of your rooms with the style and luxury so characteristically Firth.



For hundreds of fresh decorating ideas to bring new beauty to your home, whether Contemporary, 18th Century, or Modern, send now *for the inspiration-filled booklet,* "How to Achieve Charm in Decorating Your Home." *Send 25c in coin to Firth's Decorating Consultant, Ruth Cornell, Dept. 9.*

THE FIRTH CARPET COMPANY
295 FIFTH AVENUE, NEW YORK 16, N.Y.

Gown by Harriette Harra



We call this Salterini furniture "Beauty That Lasts" because it is made to last. It's expensively electro-plated because only in that way can we afford to guarantee it for six years. No one — anywhere — protects wrought iron in this manner. So look for the NEVA-RUST* seal on every piece you buy. That way you're sure it's Salterini; that way you're sure of "Beauty That Lasts."

Salterini

510 East 72nd Street • New York 21

BACKGROUND—Sectional Sofa: Right Arm Unit, E1620/3, $70.; Armless Unit, E1620/2, $60.; Left Arm Unit, E1620/4, $70.; Scotch 'n Soda Set: Stools, E1621, $30. each; Table, E1559/36", $80. FOREGROUND—Dining Group: Table, E1511, $160.; Arm Chair, E1712A, $57.50; Side Chair, E1712, $50.; Server, E1548, $125. Seats are woven of imported rush. Neva-Rust* frames available in 8 exclusive finishes. At select stores everywhere or through decorators. All prices approximate retail.

Salterini NEVA-RUST

It is not genuine Salterini unless each piece bears this seal.

Buy U. S. Pat. Off.



... her Wish come true

...Lohengrin and lace—and a dowry of breathtakingly beautiful Wallace Sterling. At last, she can hold the silver of her dreams—treasure it always, as it glows exquisitely in full-formed, "Third Dimension Beauty."



Famed designer, William S. Warren, created these exquisite patterns in full formed sculpture. Each design is lovely from every view—not only in front, but in profile and back as well. Only Wallace Sterling Silver has "Third Dimension Beauty." Six piece place settings from $32.50 to $43.50 including tax.

WALLACE SILVERSMITHS, WALLINGFORD, CONNECTICUT . . . *Since 1835* . . . WALLACE SILVERSMITHS, TORONTO, CANADA Copyright 1951



Hassock, platform rocker and occasional chairs in Boltaflex; wall covered in electronically quilted Boltaflex; flooring, Bird linoleum tile

For a thousand Enchanting Evenings . . . *and more!*

HERE's a room for easy living! Lively living! . . . lovely living! . . . long living! . . . luxurious living!

Playroom, rumpus room, television room, anything-goes room . . . call it what you will. Point is, it's a room where young and old are going to enjoy life. A room they'll mess up and muss up . . . a favorite room where they'll romp, rhumba and relax . . . put their feet up and their drinks down.

Yes, for all its beauty it's going to lead a rough life, but it's going to take everything that comes and keep its lovely, schoolgirl complexion through long, long years.

For it's a *Boltaflex room.* The chairs, the hassock — even the walls — are covered with Boltaflex — and that means covered with lasting beauty.

For Boltaflex, the loveliest and sturdiest of plastic covering materials, will not chip . . . peel . . . or dry out. It resists staining, fading and scuffing. It washes sparkling clean with the wipe of a damp cloth.

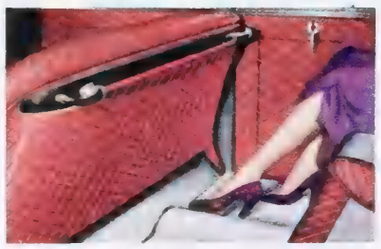
Cost? . . . a budget-balancer's joy! Just look at the price on the Boltaflex tag and you'll be truly and pleasantly amazed.

Want to know more about Boltaflex? Send a postcard with your name and address to Dept. H-5, BOLTA PRODUCTS SALES, INC. LAWRENCE, MASSACHUSETTS.





Children and adults alike go for inflatables with the high glossy finish that won't wear off. Life rafts, beach balls, swim rings, wading pools, and many other items in bright Boltaflex-for-inflatables.



Seat covers trimmed with rich, electronically quilted BOLTA-QUILT add new decorative beauty to car interiors. When buying seat covers be sure you ask for long-wearing, washable, colorful BOLTA-QUILT.



Boltaflex* means Covered with lasting Beauty

*ALL-PLASTIC MATERIAL

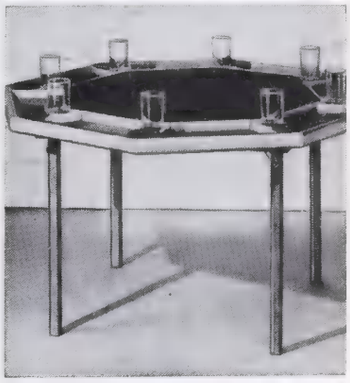
Window Shopping

CONTINUED FROM PAGE 44

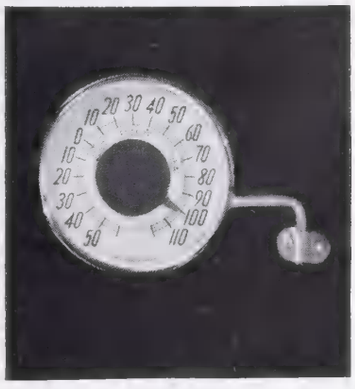
TAKE A STAND that's modeled from an ivy-covered trellis and spot it before your organdy-curtained dining-room window. Its four glass tiers hold your philodendron or show off your favorite curios. Perfect for your summer terrace, it's made of rustproof wrought iron in white or antique green. 20" x 51" high with 7½" shelves. $22.50 shipping charges collect. Iron Art, 2507 7th Ave., South, Birmingham, Ala.



BIG GAME TABLE. Your house will be the favorite meeting place for the poker sessions if you have this game table. It's octagonal in shape, has a green suede playing surface, 8 non-tip glass and ash tray holders, recessed area for chips, cigarettes, etc. Blonde or mahogany finish, 48" wide, it folds to 4" thick. $34.50 exp. coll. No C.O.D.'s. Home Equipment Mfg. Co., 4536 Irving Park Rd., Chicago 41, Ill.



A SMART OUTSIDER, to keep you posted on Lady Spring's fickle activity, is this outdoor thermometer. Mount it outside your bedroom window, and you'll know whether you should wear your woollies or a tweed suit. The 4" dial can be seen from 8 feet. Brass case won't corrode. Solid copper arm is adjustable. $3 postpaid. From Angus Products, Centerville, Cape Cod, Mass.



Lite-a-dial

Lights up your phone dial when you lift the receiver...goes out when you hang up

Makes dialing easy and sure—without turning on other lights. Every home NEEDS Lite-a-dial—for dark days and use at dusk, for phones in dimly lit locations, for people who don't see well. A wonderful night light, too. It's beautiful, inconspicuous. Forms an integral part of the phone, fits in a minute on any AMERICAN BELL square type phone. Sent postpaid, $4.95.

LITE-A-DIAL Corp. 122 W. 30th ST. INDIANAPOLIS, INDIANA

ever use your phone in the dark?





All for only $1.00

"QUAINT AMERICAN" THOUSAND-EYE CRUET WITH PURE VANILLA EXTRACT

Old-fashioned, hand-made, bluish-white opalescent "thousand eye" cruet from our famous "Quaint American" collection, 4½" high. Filled with approximately 2 ounces of old-fashioned pure vanilla extract, guaranteed not to bake or freeze out the delicious vanilla flavor. Parcel post paid for just $1.00

Send 25¢ for NEW 1951 80-page "Quaint American" Catalog.

Carl Forslund, Inc. 122 FULTON GRAND RAPIDS 2, MICH.

Gilchrist's OF BOSTON

Brings you the charm of early America

Colonial Homestead Dinnerware

in rich green



20-piece set service for 4

$5.95

(outside Massachusetts add 75¢ to cover packing, handling and postage)

- 4 dinner plates
- 4 bread 'n butter plates
- 4 fruit dishes
- 4 cups
- 4 saucers

Here are beloved scenes of our country's early home life . . . the rustic kitchen with enormous Dutch oven fireplace, the hand-hewn cradle, the old oaken bucket . . . reproduced in rich Colonial green underglaze on cream background. So delightful that you'll want to display them when not in use for clever table settings.



32-piece set for 6, including 6 dinner plates, 6 bread 'n butter plates, 6 fruit dishes, 6 cups, 6 saucers, 1 open vegetable dish, 1 platter $9.95

(outside Massachusetts add 95¢ to cover packing, handling and postage)

53-piece set for 8, including 8 dinner plates, 8 rim soups, 8 bread 'n butter plates, 8 fruit dishes, 8 cups, 8 saucers, 1 covered sugar bowl, 1 creamer, 1 open vegetable dish, 1 platter $19.95

(outside Massachusetts add $1.55 to cover packing, handling and postage)

Gilchrist's Box 663, Boston 2, Mass.

Please send me Colonial Homestead Dinnerware as checked:

NAME_____

ADDRESS_____

CITY_____ Zone_____ State_____

☐ Money Order ☐ Check ☐ Charge

☐ 20-pc. set at $5.95 (plus 75¢ outside Mass.)

☐ 32-pc. set at $9.95 (plus 95¢ outside Mass.)

☐ 53-pc. set at $19.95 (plus $1.55 outside Mass.)

Welcome to Spencer's Sterling Club

Collect Your Favorite Sterling Silver This Budget Wise Way! Receive At No Cost Nationally Advertised Tarnish Proof Chest!

We carry all the patterns—by world famous silversmiths such as Gorham, Towle, Wallace, International, Lunt, Heirloom and many others. Order one or more place settings. Each setting includes Teaspoon, Knife, Fork, Butter Spreader, Salad Fork, Soup Spoon. Pay $2.00 monthly for each place setting ordered at nationally advertised prices. No money down! Included at no extra cost, roll with each 6-piece place setting. Start YOUR dreamed-of Sterling collection this easy, thrifty way. Use the coupon today! Odd pieces are available in all patterns. Prices subject to change without notice.



MAIL THIS COUPON NOW!

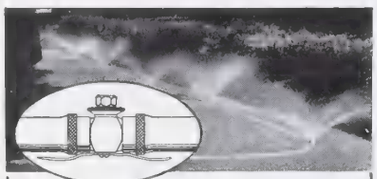
Gentlemen: I want to join Spencer's Silver Club. Please send me _____ place settings of _____ pattern. (Each setting contains 6 pieces itemized above) I enclose no money, but will pay $2.00 per month for each place setting ordered.

NAME _____

STREET _____

CITY _____ STATE _____ HB-5-51

SPENCER'S SILVER SUITE "Silver Specialists for 38 Years" 39 S. MAIN ST. DAYTON 2, OHIO



Complete 5-SPRAYER SYSTEM INSURES *Luxury Lawn*

Now spot-control your watering exactly where you want it . . . mist to heavy soak . . . with 5 *solid brass individual on-off sprayers*. SPRINKLIT gives you *more* heads, *more* hose, *more* range! Efficiently irrigates 1 to 1,000 sq. ft., any shape. No moving parts, no tipping, no lawn damage. Roll up, store anywhere. Use *full-length 50-ft. hose* many other ways. Unique!

for SPRINKLIT

SEND NO MONEY! Pay postman on delivery. Your money back in ten days if not satisfied.

With Goodrich Koroseal Hose $17.95
With Ribbed Plastic Hose $14.95

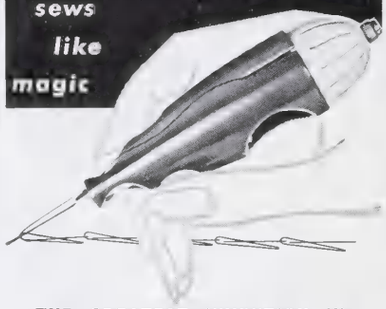
If you enclose price, add 50c postage east of Miss.; $1.00 west of Miss. Save extra C.O.D. charge.

A Howard Hi-Quality Product
10 DAY FREE TRIAL
5 YEAR GUARANTEE
(both models)

HOWARD SALES CO.
1650-D-5 Belmont Ave., New Hyde Park, N. Y.

MAGIC · STITCHER

sews like magic

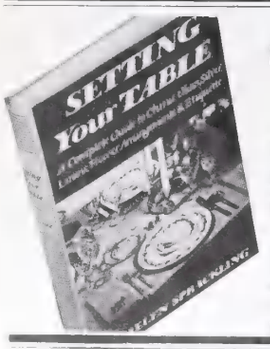


THE GREATEST INVENTION IN HAND SEWING SINCE THE NEEDLE

Now you can do a professional job at home in half the time. Sew a beautiful invisible blindstitch hem *without rethreading your needle*. For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking—other stitches. Uses regular or *elastic thread*. Light as a feather (1 oz.) fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted.

2.95

ALBIN OF CALIFORNIA
Rm 25, 1401-15 W. 8th St. Los Angeles 17, Calif.



Your Guide to Gracious Living

SETTING YOUR TABLE

by Helen Sprackling

A Complete Guide to China, Glass, Silver, Linens, Flower Arrangements and Etiquette

Packed with answers to every kind of question—from how and what to buy in glass, china, silverware, linen—to how to arrange them on your table. Here's the completely revised edition of a book that's become a classic with homemakers everywhere. 21 wonderful chapters take the guesswork out of hospitality—include Setting the Bridal Table, Sunday Night Supper, Dinner for Eight, Maidless Entertaining, Invitations—and tips on the etiquette of eating. 37 photos of latest settings. Perfect for the bride—wonderful gift for any hostess. $3.95

M. BARROWS AND COMPANY, INC. *Mail Orders Promptly Filled*
Dept. H-551. 114 E. 32nd St., New York 16. N.Y.

Old Fashioned Ice Cream with that rich hand-turned flavor... right in your refrigerator!

FREEZE-O-TRAY

ELECTRIC ICE CREAM FREEZER



Now it's easy to make real homemade ice cream, rich custards or frozen sherberts. Just place Freeze-O-Tray in refrigerator ice cube compartment and plug in. Freezing time for full quart about one hour. Shipped postage prepaid with directions and recipe book included for only $17.50. No COD's. Order yours by mail NOW!

FREEZE-O-TRAY CO. 507 Warwick Rd., Newport News, Va.



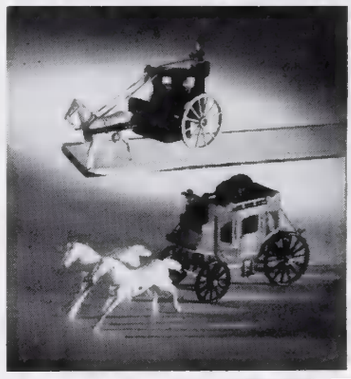
Window



TOO HOT TO HANDLE Then slip into these Grill Mast asbestos gloves, and your barb cue suppers will never turn in First Aid sessions. They're equ ly fine for poking up a stubbo fire, rearranging hot logs. Ma of asbestos and flame-resista Canton flannel. they come dusty rose—would be a wond ful Father's Day gift for yo outdoor "chef." $2.50 ppd. T Bar Mart, 62 W. 45th St., N.



DOG-GONE HANDSOM Made of gleaming black cowhi the Black Knight harness stitched in white nylon, lined wi red cowhide, and studded wi "rubies." With pet's name scribed on plate. $3.50. Matchi 5-ft. leash, $1.50. Ppd. Also in re tan. green, or white. Take bo girth at forelegs with string. Se string and dog's name to Cur Creations. Dept. H-1, Genes Hopper Bldg., Utica, N. Y.



DEARIE, DO YOU REMEMBER when you clopped throu the park in a hansom cab, t songs of Lillian Russell still sp ning around in your brain? Or you remember when going pla meant going by stage coach? course you don't. But these min tures will fill you with nostal just the same! Made in Engla of cast lead, about 6½" lo $1.25 each. Ppd. J. J. Anthon Box 402, Milwaukee 1, Wis.



SMORGASBORD

COMPLETE - DELICIOUS

Imported from Sweden

. . . to serve in your home!

A complete assortment of the finest Smorgasbord . . . fish, cheese, crisp bread . . . ready to heat and serve. Wonderful for any meal . . . perfect for cocktail snacks . . . will not spoil . . . provides a reserve larder to treat 6 people and s-t-r-e-t-c-h for more! Send for the HOME SMORGASBORD PACKAGE today!

- PARTIES
- COCKTAILS
- COMPANY

Send check or money order (no CODs) to

$6.75 ppd.

SWEDISH FOODS, Inc. Dept. H
125 Broad Street, New York 4, N.Y.

EASY-TO-START, CAST IRON

CHAR-BROIL GRILL



Complete Portable Outfit

For Camping, Picnic Backyard Barbecue

Matching Cast-Iron Skillet *Included*

$19.50 DELIVERED

Wonderful for broiling steaks, fowl, seafood Lightweight with removable handle and legs. Two draft doors and shaker grate give absolute control of fire. Special grate groove to hold gasoline, kerosene, alcohol for easy fire starting Easy-to-clean, removable 18" x 12" grill. Cast iron skillet, also included, fits snugly over grill for frying fish, bacon, eggs, etc Shipped postpaid, no COD's please.

COLUMBUS IRON WORKS CO.
BOX 1240, COLUMBUS, GA.

Shopping



RACTURED FRENCH. re they are again — those ench expressions, translated ac- ding to their sound into slight- ribald Americanisms. And the toons illustrating them are lly funny. This time they're oduced on paper cocktail pkins. So when a guest yells anne d'Arc" at you, she means o light in the bathroom." A box 36 is $1 ppd. Mermod Jaccard ng, St. Louis, Mo.



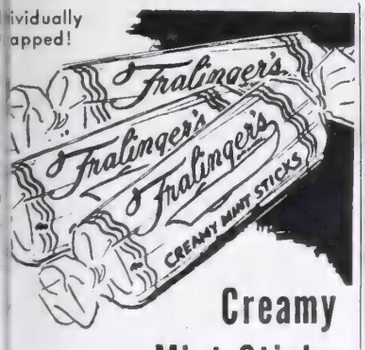
LDING THE BAG is a job it's performed with neat effi- ncy by this chrome-plated rse holder. And the way it ishes clutter from closet and reau drawers is magic! It in- lls easily on back of door or ll, holds up to 8 bags, and the n swings out of the way. $1.50 d. Ett Barr Company, Box 401 , Pasadena 18, Calif.



TTLE ANGEL OF MERCY l bring comfort to her family dollies with a professional air she has the Small Fry Nurse g. The miniature black leather- e bag is just like its real model, nes with everything from steth- ope to pills. Call box with king tape says, "Calling nurse, h!" Also for little doctors. 50 each, ppd. The Village re, Lake Placid, N. Y.



ividually apped!



Creamy Mint Sticks

ere's a deliciously different treat for your arty or dinner guests; soft, creamy, cello- hane-wrapped mint sticks direct rom Atlantic City's famous Board- alk, made by the orginators of alt water taffy! Lb. box postpaid anywhere in the U.S.) $1

Fralinger's CREAMY MINT STICKS

Write FRALINGER'S 25 Boardwalk—Altantic City, N. J.



COPPER MOULDS

For Desserts, Salads, Cakes
Beautiful Wall Decorations

Use these delightful moulds for your puddings, aspics, gelatin desserts, salads and cakes. Lined with BLOCK TIN for taste assurance. A group of moulds add charm to any nook or wall. Have rings for hanging.

—1	Straight Fish	12″	$5.95
—2	Small Fish (not shown)	9″	4.10
—3	Lobster	6″	2.95
—4	Fruit	7½″	4.95
—5	Heart	6½″	4.10
—6	Fleur de Lis	6½″	2.95
—7	Curved Fish	10″	6.50
—8	Small Curved Fish (not shown)	5½″	3.25
—9	Pineapple	6½″	2.95

All Postpaid, No COD's, Please

Send for Free Catalog-H

ART COLONY INDUSTRIES, INC.
The House of Gifts
69 Fifth Avenue—New York 3, N. Y.

A Tonic for Marred Furniture



REVIVA by Jackson of London

NO NEED to worry if you have rings from alcohol, heat or water on your table—nail polish, perfume or liniment on your dresser—ink or paint on your desk—mars on hardwood floors. Just apply REVIVA and most stubborn surface spots vanish like magic. Revives original color and grain of wood. For all dark or light, varnished, shellacked, lacquered and waxed surfaces.

Quart $2.50 ▪ Pint $1.50 ▪ Half Pint $1.00

REVIVA *A Triple Action Tonic For Marred Furniture*

REMOVES stubborn surface spots
CLEANS dirt and grime
POLISHES to a fine greaseless lustre and covers minor scratches

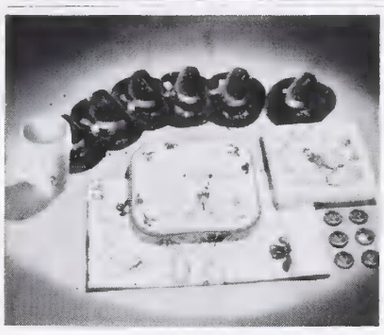
Use "Patina" Jackson of London English Type Wax (Paste)

A decorator's polish to restore and retain the patine of precious pieces. For all wood and leather. Special BLOND for light woods. $1.25 jar; $1.75 double size.



Plus postage. Sorry, no C.O.D.

JACKSON OF LONDON PRODUCTS Mrs. Mark Jackson's Studio B 68 West 58th St. New York City 19



Postpaid **$2.95** Complete

HOPALONG CASSIDY party pack

SET INCLUDES:
32—Napkins
6—8″ Plates
6—Handled Cups
1—Tablecloth —54x50
6—"Hoppy" Buttons
6—Western Hats

Please your junior cowboy and his friends—for parties and picnics. "Hoppy" and his horse, Topper, reproduced in brilliant colors on paper party sets. Color-fast and sanitarily packed in acetate covered gift box. Western hats and "Hoppy" buttons are little boy *favor*-ites.

Order by mail. NOW or for future use.

artisan galleries
FT. DODGE, IOWA Dept. HB-15





New Way to Serve Buns HOT

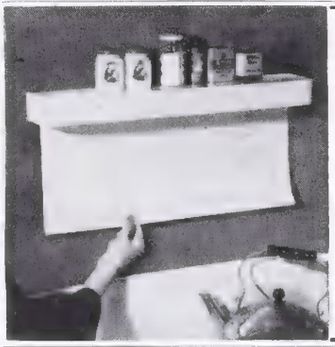
BUN COZY

Serve your buns straight to a man's heart—piping hot and delicious—in this amazing new Bun Cozy. Just place rolls in the pockets, heat in oven, and they'll stay hot throughout the meal. Bun Cozy is made of closely woven sail cloth—keeps in heat, keeps out cold. Washes and irons like a hanky. Handy tie arrangement pulls up the pockets. Looks like a flower on the table. In crisp snowy white, postpaid, only **$1.50**

Order by mail from



Foster House
15-BF Cole Court Princeville, Ill.



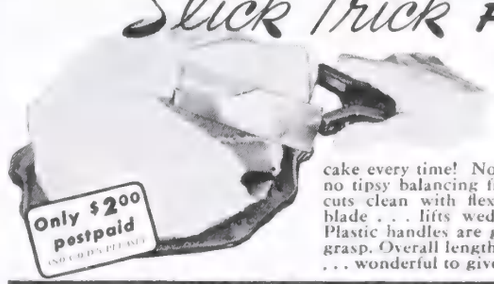
A Shade Practical

is the new Shelf 'N Roll spatter guard. Hang it over your kitchen range where it will protect the wall from spotting. The plasticized Marvalon shade wipes clean, rolls out of sight when you've finished frying. The enameled steel shelf holds spices. Red, white, or yellow, it's 24″ wide, shade is 30″ long.

$3.95 postpaid.

The Fitzgeralds
545 Fifth Avenue New York 17, New York

Slick Trick FOR CAKES WITH KRAG'S *Kut'n'Serv*

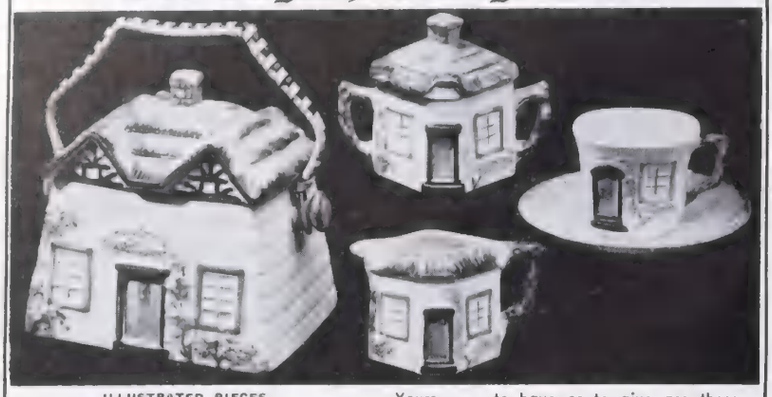


Now . . . a *perfect* wedge of cake every time! No fumbling . . . no crumbling . . . no tipsy balancing from platter to plate! *Kut'n'Serv* cuts clean with flexible "V"-shaped stainless steel blade . . . lifts wedge with firm but gentle grip. Plastic handles are gleaming black, shaped for easy grasp. Overall length: 9½″. Beautifully gift-packaged . . . wonderful to give or receive!

ARLINGTON HOUSE, 33 West Campbell, Arlington Heights, Illinois

ATTRACTIVELY COLORED — HAND PAINTED

Old English Cottage Ware



ILLUSTRATED PIECES

Sugar and Creamer Set	$2.75
Cup and Saucer	1.25
Cookie Jar	4.25

MATCHING PIECES

Butter Dish with Cover	$2.25
Jam Jar with Cover	1.50
Condiment Set—4 Pc.	2.25
Coffee Pot—6 cup	3.25
Teapot—6 cup	3.25
Syrup Pitcher	3.25
Cake Plate	1.00

Postage Prepaid

Sorry, no C.O.D.'s—Satisfaction Guaranteed!

Yours . . . to have or to give are these beautiful imported English pottery serving pieces, each a true technicolor miniature of a picturesque cottage. Choose several of the matching pieces or the complete tea service . . . at our low, low prices, they're perfect for MOTHER'S DAY or any other occasion.

Buy-Wise with

GIFT-WISE

Box 31, Utopia Station

Flushing, N. Y.



Crescent Salad Plates

Beautiful crisp green leaves of Portuguese Majolica are decorative space savers for small or crowded tables. Their design is clean, simple and cool. Wonderful for outdoor Summer table settings, they complement any china or pottery dinnerware.

7½"x4" approximately.

$6.50 for 4. Postpaid.

No c.o.d.'s please

bertram shrier, ltd.

1147 Connecticut Ave., Washington 6, D. C.



Whether you're seeking authentic Colonial atmosphere or just a genuinely charming paper, you need look no farther. $2.75 single roll. Send 10c for generous sample. ASAM WALLPAPERS, 919 Arch Street, Philadelphia 7, Pennsylvania.

ASAM WALLPAPERS

HURRY! HURRY! HURRY!

Protect Your Mail and Newspapers for the Duration and Many Years to come.

The ideal mail box for everyone who subscribes to magazines or has newspapers delivered. It shelters supersize magazines and Sunday papers from the wet and wind.



Only **$6.95** Postpaid

(Denver and West $7.30)

16" high, 11½" wide; projects 3⅛" to 4⅝". Streamlined for appearance. Sturdy, non-rusting **ALUMINUM**. Five baked-on finishes — Antique Bronze, Mist Gray, Cape Cod White, Hammered Brass, Colonial Black.

Deluxe Model in "Pebbled Platinum" finished aluminum—$7.50 postpaid. (Denver and West $7.75.)

Add the lock cover at $2.95 and the box is pilferproof—add the engraved name-plate at $1.50 for individuality.

Send your order today—specify first and second finish choices.

NOR-GEE CORPORATION

2221 Palmer St., Jamestown, N. Y.

YOUR BED CAN'T COLLAPSE WITH THESE NEW

BEDSPRING SUPPORTS



NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E, Atlanta, Georgia



Window



LACY SUSANS. Better watc your step with these black lac ballerinas, because they're trav slippers that are practically gua anteed to start a chorus of wo whistles from behind every cu tained Pullman berth. The stretch to fit any size foot, ha shocking pink soles. Wonderf for TV evenings at home, too. black quilted case. $5.50 postpai Terry Roberts, 116 E. 53rd Stree New York 22, N. Y.



SHAKE & DRINK GLASS If you're an ingenious host yo *could* make an unlucky guest tak the shirt off his back. Sealed i side the base of a brandy or sh glass is a pair of dice. You migh play for drinks or fun or mone Or if you're young, and there a moon outside, you might pla for a goodnight kiss. $2.25 f 2 ppd. Charles Peters, 339 Nort Ave., New Rochelle, N. Y.



HOWDY DOODY SHO BAG. If your child's closet flo is as disorganized as ours, you bless the magnetic charm of Ho dy Doody and his pals, becaus they have the knack of coaxi oxfords, moccasins, and dancin slippers into organized pocket Made of yellow, red, pink, blue plastic, it holds 4 pairs shoes. $1.49 ppd. Peter Pipe 493 S. Washington Ave., Berge field, N. J.

FOR OVERNIGHT PARKING



Let Pop park his possessions on the cleverest canine you've seen in a dog's age. Besides keeping a dresser neat and tidy—Rover puts an end to frantic morning searches—offers ample room for rings (on his tail) . . . a watch (around his neck) . . . a wallet, coins, keys, cards, etc. (in side cups). In brown and yellow glazed pottery, here's a pup any Pop will love for Father's Day. 6" long from nose to tail.

$2.75 Postpaid

. Mail Orders Promptly Filled

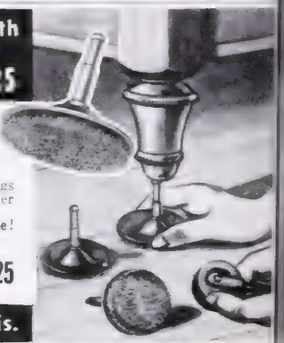
Our Exciting Gift & Gadget Catalogue FREE on Request

Max Schling Seedsmen, Inc.

615 Madison Avenue, New York 22, N. Y.

Save Your Hardwood Floors and Tiling with

Slide-O FURNITURE GLIDERS



Casters and "metal buttons" scratch—stain floors—dig holes in tile and linoleum. Protect these surfaces with SLIDE-O GLIDERS! These sturdy steel gliders don't mar or cause holes because they have a SPECIAL carpeting base! **They also protect expensive rugs from deep cutting.**

Slide-O gliders fit into standard caster sockets. For new openings in non-castered furniture, order metal insert sockets at 15c per set of 4 extra.

Packed in Red and White box. Buy sets for ALL your furniture! In stores or postpaid. Send cash, check or money order. No C. O. D.'s.

Set of Four **Antique Brass** (Light Matching) **$1.50** | 2½ in. wide base supports heavy objects | Set of Four **Mahogany** (Dark Matching) **$1.25**

L. T. PATTEN CO. Inc., Dept. B, Eau Claire, Wis.

Shopping



PE DREAM. Above his fa- te chair, you'll want to hang pipe rack—unless he insists n taking it to the office. Hand- le of pine by Tidewater Crafts. as pigeon holes for 9 pipes. elf for tobacco, and a drawer his tamper, reamer, and ners. 8¾" x 5½" x 15" high, 5 ppd. Betty Blue Gift Shop. 9 Greenmount Ave., Baltimore Md.



ITED TO A TEA party are e pretty—and very practical ndividual tea strainers. Made England of silver plate, the Infuser is a teaspoon whose l is a strainer with a hinged k-on" lid. The more tradi- al strainer rests across your They'd make elegant shower , and the price is extraordi- . Just $1.65 each. Postpaid n Art Colony Industries, 69 th Ave., New York 3, N. Y.



LL-ARMED. Whether he's ring Uncle Sam's best or his el-chair pinstripe, this is an tification bracelet he'll be nd to wear. Made of sterling r, it opens like a book, and Lord's Prayer is embossed on sterling pages inside. Specify olic, Protestant, or Jewish on. There's even space for otos! $19.95 incl. tax & post. line Co., 303 Fifth Ave., New 16, N. Y.

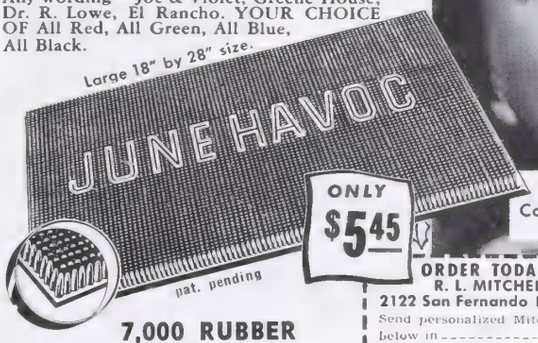


"My Friends Love a Personal Gift!"

YOUR OWN NAME OR ANY NAME MOLDED PERMANENTLY IN THIS COLORFUL RUBBER DOOR MAT

Wonderful Birthday, Mother's Day, or Wedding Present

Any wording—Joe & Violet, Greene House, Dr. R. Lowe, El Rancho. YOUR CHOICE OF All Red, All Green, All Blue, All Black.





JUNE HAVOC
Co-Star with James Mason in "Del Palma"

7,000 RUBBER SCRAPING FINGERS

Clean automatically—self draining —when a distinctive "different" gift is called for, give a Mitchell Mat—give one to yourself. Makes every doorway more attractive, keeps dirt out, shortens housework.

ORDER TODAY — SEND NO MONEY
R. L. MITCHELL RUBBER CO., Dept.S
2122 San Fernando Rd., Los Angeles 65, Calif.

Send personalized Mitchell Mat with name shown below in _____ color. (Name one color only)

(Print carefully, no more than 13 letters)

I will pay postman $5.45 and small C.O.D. and postage charge when it arrives. If not satisfied I may return it in 7 days for prompt refund.

Ship to _____

Address _____

SIGN LANGUAGE

WHY be disagreeable WHEN with a little effort YOU could be a real STINKER
C.O.D.

Perfect for Home Bar, Rumpus Room or Office!

These signs speak for themselves. (A) Why be disagreeable when with a little effort you could be a real stinker. (B) Everything I like is illegal, immoral, or fattening. (C) Enjoy yourself, it's later than you think. (D) 3 things that never return—The past life, The neglected opportunity, The borrowed umbrella. (E) If you're so darn smart, why ain't you rich. (F) It's OK to drink like a fish provided you drink what a fish drinks. Natural wood highly shellacked, lettered in black and red. Heavy chain attached for hanging. 16" x 5¼"

(Postpaid in U.S.A.) **$2.95** each.

Send for FREE "Tippler" Catalog 27

BAR MART

62 W. 45th ST., N. Y. C. MU. 7-1190
America's Most Unusual Store
Bobbie Ganger, Executive Director



Bright Wood and Rush Chairs

Imported and wonderful values. LARGE CHAIR: sturdy and gay, ideal for patio, breakfast nook, or game room. Natural color, woven rush seat, sides and back. Wood colors: red, blue, yellow, black. Size: seat, 16" high, 18" x 18"; height 33" overall.

Each $10.50; a pair $20.00. Express prepaid.

SEWING CHAIR (right): similar to above, same colors, but rush seat only. Seat, 11" high, 13" x 14". Overall height, 23".

Each, $6.00; a pair $10.00. Postpaid.

Ask for free catalog of imported merchandise.

The **OLD MEXICO SHOP**
B SANTA FÉ—NEW MEXICO

Hand Hooked Welcome Mat

...tes gracious hospitality at any doorway. Worked in many bright colors on a ... ground. Of long-wearing cotton impervious to moths and easily laundered.



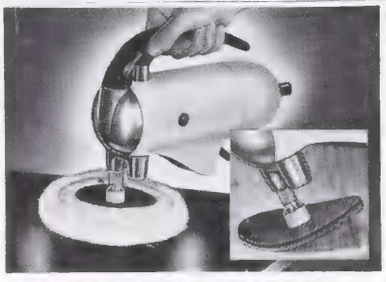
36"x20". **$8.50**

Postpaid in 48 states. Send check or money order. No C.O.D.'s.

ROUND HAND HOOKED CHAIR SEATS, handsome on table or chairs; assorted dark borders; colorful centers. 16" diam. Each $2.75; 4 for $9.75

The Josselyns

Box 147 Dept. 5-1A Dedham, Mass.



USE ELECTRIC MIXER TO WAX, POLISH, SAND

with new slip-on TOOLZON

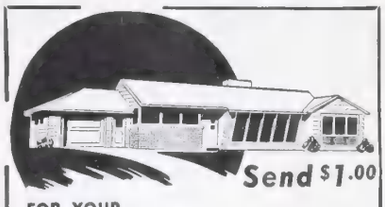
Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **$3.00**

Extra wool buffer $1.00

Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.
BOX 265H • WALNUT CREEK, CALIFORNIA



Send $1.00

FOR YOUR DREAMHOUSE PLAN

Yes . . . just $1.00 . . . for the plan to that house of your dreams . . . available now in these home plan books featuring the very latest Ranch, Modern, Cape Cod and other home styles.

Frame construction or concrete block construction books available with hundreds of FHA approved home plans designed for beautiful and economical construction. Complete working blueprints available for all homes shown. Send coupon today.

HOME BUILDING PLAN SERVICE
2454-V NE Sandy Blvd.
Portland 12, Oregon

Enclosed is ☐ $1.00, ☐ $2.00, for the new home plan books as indicated:

☐ Frame Construction
☐ Concrete Block Construction

Name _____

Address _____

City _____ State _____

...rid of lingerie-draped bathrooms, mildewed towels, ...long waits for baby's clothes.

...OW! **An electric drier for your bathroom!**

HAMPER-DRI

Wonderful convenience for drying your hand-washed laundry. Simply hang garments in hamper—turn on switch. Motor-driven electric fan forces warm air completely through hamper, drying articles quickly. Year round use. Can be used as a bathroom heater in the winter. Works as a summer air-conditioner for bathroom. Available in peach, white, or green brilliant enamel finish. Multi-color floral design. Full 30" high, 10" diameter. Built of sturdy rustproof aluminum. Satisfaction guaranteed or your money back. Sent postpaid for only $29.95. Order today.

ARGYLE MFG., CO. Colchester, Ill.



Springtime is Closet Time

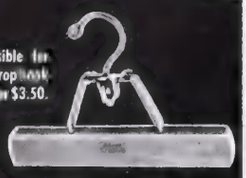


Decorator's Personalized Hangers. Sturdy monogrammed 18" hanger for guest or personal closets. Extra length, strong chrome hook. Please specify initial.
3 for $8.



Extra wide clear lacquered Swedish modern finish. Selected imported wood. Extra length trouser rod. 3 for $5—6 for $9.

Men's Trouser Hanger. Indispensible for perfect grooming. Simple to use. Drop hook to open and swing back to close. 6 for $3.50.





Ladies' Plastic Suit Hanger. For suits and 2 piece dresses. True shoulder shape. 17" wide. Special nickel plated hook and clips. Crystal clear plastic. 6 for $3.

No C.O.D.'s or Stamps please
all postpaid write Dept. B

NATIONAL HANGER CO., INC.
15 WEST 18th STREET, NEW YORK 11, N. Y.

SWIRL-O-MATIC

WASHES YOUR CAR
FASTER EASIER



Just hold . . .
Revolving brush
does the work

ONLY 6.95 PREPAID

WASHES WINDOWS, BOATS, SIDINGS
Simply attach SWIRL-O-MATIC to any garden hose. That's all! Amazing turbine-action quickly cleans, gives car a gleaming finish . . . *without getting you wet! Free* detergent included!

- Rinses as it cleans without streaking!
- No rubbing, scrubbing, wiping!
- Easy to use . . . weighs less than 1 lb.
- Pure non-scratching horsehair bristles!
- Guaranteed — aluminum and brass metal parts cannot rust! *Brushes replaceable!*
- Save money—pays for itself in 5 washings!

SPRING CLEANING! Order SWIRL-O-MATIC *now!* Use it to clean storm windows, screens, etc. Order 3 ft. extension ideal for this purpose. $2.50 extra (Prepaid).

West of Mississippi: add 25c each item.

MELAIRE DISTRIBUTING CO.
Dept. 14HB, 420 Lexington Ave., N. Y. 17, N. Y.

Mother's Helping Hand
"BABY BATH APRON"



Only $2.50 postpaid

With Special "EXTRA LARGE" Pouches for
- FACE CLOTH
- BABY OIL
- BABY POWDER
- WASH CLOTH

Made of Extra Durable VINYLEEN PLASTIC with that new, exciting "Mother of Pearl" finish.
A "wish come true" for the busy mom. You no longer need a "3rd hand" when you wash baby. This wonderful yellow and red trim apron brings everything you need right at your fingertips. Keeps you from getting spattered with soap and water too. Doubles as a regular utility apron.

A WONDERFUL GIFT
Packaged in handsome all-purpose Plastic Bag. Order now. Send check, cash or m.o., we pay postage.

ZERLINE FRANK CO., INC.
Box 1284, G.P.O., New York 1, N.Y.

SUEDE AND LEATHER
COATS — JACKETS
CLEANED • REDYED

HANDBAGS
SUEDE — LEATHER
ALLIGATOR
CLEANED — DYED — REFINISHED
RELINED • REPAIRED • RESTYLED

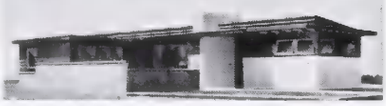
All Leather Gloves (Minimum 3 pairs)
Rejuvenated — $1.00

send articles for free estimate

DELIVERY SERVICE IN MANHATTAN
MU 8-2030
Mail Orders Dept. BS

LEATHERCRAFT PROCESS OF AMERICA, INC.
1052 1st AVE. (at 57th St.)
NEW YORK 22, N. Y.

HOUSE PLANS



376 TESTED

DESIGNS—IDEAS—showing photographs, floor plans of homes actually built — $5,000 - $19,000. All types architecture, all climates, 1 & 2 story. Ready-to-build blueprints available $15-$25. Circle your choice of books below — 50c each postpaid.

- Ranch and Modern. 70 Illus. Newest Suburban Homes, also Interiors, Decorating Details.
- Artistic Homes, 31 New Block & Small Lot Homes.
- Charming Homes. 31 5 Rms. Popular Classics.
- Dream Homes, 79 Illus. Decorating Ideas, Plans.
- Attractive Homes, 40 Cape Cods and Colonials.
- Small Homes, 23 Choice Frame Designs, low cost.
- Selected Homes, 40 Monterey Ranch.
- Brick Homes, 62 2-3-4 Bedrooms.

SPECIAL — ALL 6 BOOKS $3.00 PPD.

38 BARBECUE FIREPLACES 60c
Book Shows Photos • Plans

No C.O.D.'s please. Money-back guarantee.
CLEVELAND PUBLICATIONS, INC.
Dept. 5-A, 369 W. Washington, Pasadena 3, Calif.



Windo



THE MARRIAGE CUP
lovely tradition borrowed
the French is the *Coup de M*
age, from which the bride
groom drank a rare wine to
their troth. Their two names
the date of the wedding were
graved on the front. Reprod
by Reed & Barton in sterling
a perfect candy dish for mo
brides. $30 incl. engraving,
and postage. Nelmor, 901 Be
Ave., Jersey City 6, N. J.



A BIRD ON THE TABL
one of the most decorative
seroles that ever came to di
Made of the famous Tonala l
ware from Mexico, it's heat
and can go right in your
In cream or terra cotta colo
has a capacity of 1½ qu
Yours for just $3.65 postpaid.
can order it from The Old Me
Shop, Santa Fe, New Mexi



SET THE PLACE with
new *plastexture* mats in 3-di
sional designs. Crush them,
them, stretch them; they
lose their shape, lie perfectl
always. In 3 patterns an
colors, six 12" x 18" mats
$4.95. Or 4 mats with 4 nap
$5.75. Ppd. Free swatches of
and napkins on request. S
Rock Ranch, P. O. Box
Great Neck, Long Island, N



hostesses praised fo
BABY SHOWE
favors · decoration

Distinctive design and originality in thi
full-color 3-dimensional "Favor-it" m
set of Baby Shower table decorations.
assemble. 38 pieces include invit
nutcup-placecard combinations, tallie
cards, 2 stork centerpieces. . . . C
PARTY or MOTHER GOOSE party d
tions for children also available.
delightful ensembles are exquisitely de
for gay parties.

only $2.00 per set postpaid PARTY HOUSE 3420 WEST CAPITOL D
MILWAUKEE 16, WISCO

DESTROY UNWANTED HAIR FOREVER



TEMPORARY RELIEF IS NOT ENOUGH

Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER*. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

SEND 6¢ COINS OR STAMPS FOR BOOKLET "NEW BEAUTY FOR YOU"

MAHLER'S, Inc., Dept. 8-F, Providence 15, R. I.

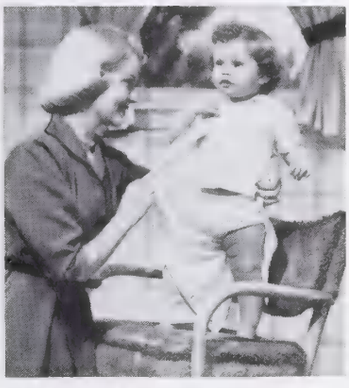
Shopping



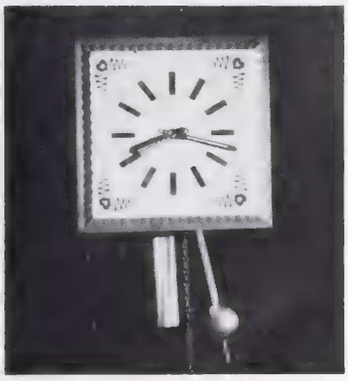
ANDSOME CABINET. We ıbt if you'll find the equal of s hanging bibelot cabinet anyere. Made of solid mahogany, comes in a mahogany, pickled e, walnut, or antique gold sh, and the glass door protects ır treasures. With mirrored k, it's 23" x 6½" x 29" high, a space of 7⅝" between lves. Just $32.50. Shipping rges collect. Maymac Co., 77 st Grand St., Mt. Vernon, N.Y.



'S A SNAP to change your le Leaky if you ship him off the Land of Nod in a Handiıa. Made of pink, blue, or yelseersucker, the diaper area a built-in vinylite plastic t. Gripper snappers, all the down both sides of the Handiıa, make it easy to change Nibs, even when he's asleep. small, medium, large, and a-large sizes, $2.95 plus post. d & Taylor, New York 18.



OTCH CLOCK. The model ginated in Scotland, but it is le in Germany, hand-carved ıative light wood with provinhearts in the four corners. ıas a 30-hour movement, and ks on the principle of weights ke a cuckoo clock. Wonderful your Pennsylvania Dutch hen, your country living room, 8½" square. $10.95 including and post. Sally Graye, 80 E. St., New York 3, N. Y.





ROMAN CHARIOT MADE IN ENGLAND

Your young gladiators will love this colorful miniature and so will you! Replica of a real Roman chariot with galloping white horses, demountable driver, movable wheels and reins. Just 6 inches long. Handpainted in gilt and brilliant colors on metal. Postpaid, $3.00

Write for free catalogue

J. ANTHONY • Box 402 • Milwaukee, Wisc.



ESPADRILLES $2.60

For Men and Women Postpaid

WONDERFUL FOR SQUARE DANCING

Sturdy, flexible cotton uppers; red, blue, green, brown, black, white. Tough fiber soles. Full sizes 4-11. Send stockinged footprint and shoe size. *Sorry, no C.O.D.'s Dept. HB5.*

FRED LEIGHTON, INC.
15 E. 8th St., New York 3
1514 Wisconsin Ave., Wash. 7, D. C.

For Tennis, Boating, Casual Wear



YOU CAN HAVE THE FINEST *Sterling Silver* FOR $2.00 A MONTH

And You Receive at No Extra Cost

- ONE INITIAL ENGRAVED ON EACH PIECE.
- A HANDSOME TARNISH-PROOF CHEST WITH NAME PLATE

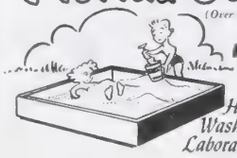
It's so simple to own beautiful sterling silver, thanks to this convenient payment plan! Just select any famous pattern from such renowned silversmiths as: International, Gorham, Reed and Barton, Wallace, Lunt, Manchester, Whiting, etc., and order as many settings as you wish. Pay as little as $2.00 a month for each setting . . . remember, you pay no more than nationally advertised prices. Order now — receive a tarnish-free silver roll for each setting one initial engraved on each sterling piece, *plus* a magnificent tarnish-proof chest after acquiring eight place settings!

The Giftorium
173 CANAL STREET
NEW YORK 13, N. Y.

Please send me ..... place settings of pattern
I will pay $2.00 per month for each setting. Each setting consists of Knife, Fork, Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon. Federal tax included. Engrave this initial .....
Name .....
Address .....
City ..... Zone ... State .....

Brilliant White Florida Sand

(Over 99% pure Silica)



FOR HEALTHY PLAY
Sterilized
Heat Treated
Washed, Cleaned
Laboratory Tested

This sparkling white, absolutely pure sand is wonderful for children's playpens and sandboxes—keeps them off the street and in the yard!

- Beautifies fish bowls, aquariums, bird cages.
- Improves growing, adds glamour to plants, trees, yards.
- Excellent for golf courses, ash receptacles.
- Very useful indoors for cat and dog boxes.

10-lb. Trial Size, postage paid. $2.45
100-lb. Bag, freight prepaid $6.95
(add 10% west of Miss. & Canada)

Economical large quantity rates on request.
FREE—blueprint for homemade sandbox.

Rush Order To

MURPHY INDUSTRIES
Box 1777 Riverside Station, Miami, Fla.



Handsome Folding

UTILITY TABLES

For Hundreds of Uses!

Just what every smart hostess is looking for . . . a set of 4 attractive, multi-purpose tables in an easy-to-carry packaway stand! Perfect for buffet suppers, television groups, cocktail parties, canasta or bridge, etc., they open when you set them down—close with finger tip control. Tops are 17" x 14", have deluxe non-warping "tempered Masonite" finish, with Black, Hunter's Green or Wine alcohol-proof lacquer. Decorated in gold with a rose design. On sturdy 21" high black wooden legs. Make distinctive, useful wedding or anniversary gifts!

Set of 4, decorated, $17.95; Plain, $15.95

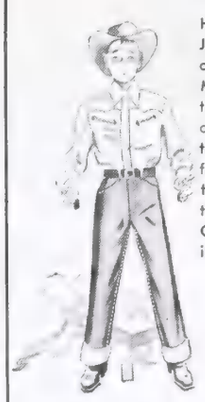
Set of 2 tables, decorated, without stand, $7.50

Shipping charges collect *Sorry, no C.O.D.'s*

Larchmont Gift Shop
1930 Palmer Avenue Larchmont, N. Y.

Western Jeans

Knees Guaranteed To Outwear The Garment



He man blue Western Jeans by Billy the Kid of Texas. A boon to Mothers, too, because the knees can't wear out; they're guaranteed "Saf-t-Knees", famous for their toughness and authentic Western styling. Order these long lasting Jeans now by mail.

Sizes 8 to 12

$2.98

No C.O.D.'s

We pay postage

Dept. 11A

Crosby And Hill Co.

Wilmington Delaware

POST LAMP



Sizes 13½ In. Square 20½ In. Overall

Rust Proof Money Back Guarantee

Old Meets New

A distinctive practical decoration for your lawn, drive entrance or back yard. Will make an everlasting gift. Finish—dull black. Ready for installation with glass panels and chimney. Uses any standard light bulb up to 100 watts. 3" post sleeve.

$15.50 Postpaid

Send check, or money order—No C.O.D. please. Produced by the Nation's leader of post lanterns.

FAN-CRAFT MFG. CO.
305 East St. Plainville, Conn.



THE
Shimmering Beauty
of METALLIC TABLE LINENS

reflects the charm and good taste of the discriminating hostess . . . a luxurious background for your loveliest silver, crystal, and china . . . a cherished gift . . . a prized possession. The sparkling silver metallic threads woven into the cloth set off the icicle stripe that shines down the center and sides of the table cloth. The 12" x 18" place mats are wonderful for informal dining. Washable, will not tarnish.

45" x 45" table cloth $11.95

72" x 90"	$29.95
72" x108"	37.95
72"x126"	44.95
12" x 18" (place mat size)	1.75 each
18" x 18" (napkins)	1.75 each

Postpaid. No C.O.D.'s please
Satisfaction Guaranteed

Available in white, chartreuse, gray, pink . . . all with silver metallic.

MØSLEY Linens
11 E. Washington St., Chicago 2, Ill.



HOLLYWOOD
Lip bar
$1.95 ppd.
(without lipsticks)

The dramatic flair of Hollywood—fabulous land of the art of make-up—is amply evident in this lustrous, brilliant styrene Lip Bar, home-sweet-home for your four favorite lipsticks and a lip brush. Clean modern styling is correct in any setting. In clear, blue, or coral pink; attractively gift-boxed. Order now, for yourself and for gifts.

Ranilom, Inc., Dept. HB-5
7504 Sunset Blvd., Hollywood 46, Calif.



"NOR-KING" HAND-SEWN NORWEGIAN MOCCASINS
For Men and Women

The genuine hand-sewn *all-leather* Nor-Kings—quality-famous for over 10 years! They're soft, flexible, comfortable, fit properly, wear for years as slippers indoors, shoes outdoors.

MEN'S $12.95 *5 to 12, AA to E, brown or black*
LADIES' $9.95 *4 to 10 AAA to C, red, brown, green*

On mail orders, give exact shoe size, add 25c for shipping. Satisfaction guaranteed.

FELLMAN, LTD. 41 W. 43rd STREET, N.Y. 18

Window Shopping



AUTOGRAPH HOUN
coat is a white fabric, s
treated to take ink, so t
the fun your off-to-cam
going to have! She'll com
with the signatures of all
friends as well as the cou
We bet even Vaughn
would put his John Hanc
this pooch! 15" long, $1.9
Order it from Bancroft's,
Clark Street, Chicago 5,

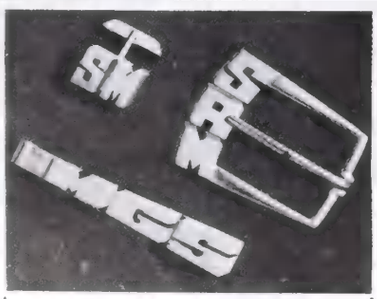


WHEN SILVER DO TARNISH, that's *news*
the new TWR (tarnish
resistant) finish is some
best news of the year.
finish never needs polishin
wipe with a soft cloth.
sterling salt and pepper
will prove it to you. *Also,*
cial filter in the shaker
them weatherproof. Two
1½" high, $5.98 incl. ta
13¢ post. Macy's, New Y



THIS TUMBLER TA FALL in its stride beca
made of virtually indest
nylon. Wonderful for pic
kitchen or bathroom u
stain-resistant. has a ribb
face for easy gripping
young butterfingers. In
lucent white, pastel pink
or green, it may be cle
boiling water. 75¢ ppd. S
House, 461 Huntington Av
524, Winter Park, Florida

(Continued on page 61)



ON HIS DAY

MAN-SIZED block letters personalize his accessories with a masculine touch. Cuff links, tie clasp, and harness belt buckle are Jewelers' Masterpieces, fashioned by hand. Heavyweight, 1/20-12K Gold Filled.

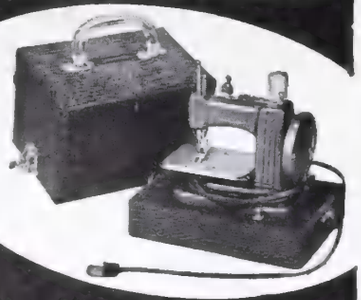
This Father's Day remember the man in your life with a gift he will remember all his life.

Tie Clasp	$6.50
Links, pair	9.00
Buckle	13.00

Postpaid—Federal tax included
No C.O.D.'s—Send us your Gift Guide 90

Fineline Company
303 Fifth Avenue, New York 16, N. Y.

AVAILABLE AGAIN BY POPULAR DEMAND!



Betsy Ross
PORTABLE ELECTRIC SEWING MACHINE
EXTREMELY SIMPLE TO OPERATE. Just Turn Switch and Start Sewing!

An amazing sewing machine—perfect for running up seams, skirts, curtains, etc. Sews the popular link stitch, can be adjusted for tension and stitch size. Measures 9" x 3½" x 6" when packed in its red lizard-grain case. Approved by a leading bureau of standards. Uses AC current. Makes an unusual, useful gift!

$22.00 postpaid
No C.O.D.'s please

RANDEL ASSOCIATES Dept. B5
1123 Broadway, New York 10, N. Y.



Let this
Famous Salon
show YOU how
to get slim!

Whether you need to lose a lot or a little, this is the quick, sure, safe, successful way to do it. It's the DuBarry Success Course, developed at the world-famous Richard Hudnut Salon on Fifth Avenue, New York. Society women, debutantes, stage and screen stars, pay $250 for these methods in Salon Classes. Now you can get the same plan in 36 fascinating daily lessons to follow *at home* for only $4.95. Simple directions and more than 1,000 pictures tell and show you exactly what to do every day to slenderize your figure, make up skillfully, style your hair.

Money Back Offer. Send only $4.95, money order or check. If you are not completely satisfied, return lessons within 7 days and your money will be promptly refunded.

DuBarry Success Course Dept. S42
693 Fifth Ave., New York 22
When in New York, be sure to visit the famous Richard Hudnut DuBarry Salon.



PROTECT YOUR GARDEN FUR
with this 100% waterproof Fireston
"raincoat." Fits over glider, chaise
Provides absolute protection for metal
holstery. No need to move furniture in
sudden showers. Leave cushions and
right where they are; cover with Gre
Garden Furniture Raincoat.

EXTRA! At no additional cost your furnit
coats" come complete with convenient Ve
pouch, which fits onto back of furniture
are sunny. Always handy.

COLOR: Lawn Green.

Glider, Couch or Chaise Cover (Complete with pouch)
Chair Cover (Complete with pouch)

Sorry, No C.O.D.'s

GREENBRIER PRODUCTS
1127 Atlantic Ave. Brooklyn



When I was 10

When I was ten I lived all one summer
in Grandmother's house in Gloucester.
At night, in my upstairs room, I was a tall princess
with an irresistible smile in a tower by the sea.
I remember the sleepy night sounds—
the tree that brushed my window, and the soft wandering fog,
and the deep old horns of boats in the harbor.
I remember the big, big bed that was my boat
and the smooth, cool sheets that always smelled of sunshine
and felt like summer wind on my skin
as I sailed slowly, slowly to Princess-Land.
Now, in my own house, I have sheets just like Grandmother's,
as pretty, as drowsy-cool, as sleepy-soft as hers were.
They're Supercale by Wamsutta.
And often on summer nights, as I lie inviting sleep,
these memories come back to me, and I think that I must smile in my sleep
as I did back then, when life was always bright and bubbly
and I was ten.

One luxury that is never an extravagance

Supercale
by Wamsutta

Callaway Towels



THE SMART WAY IS...

Callaway

TOWELS CALLAWAY MILLS RUGS

CALLAWAY MILLS, INC., 295 Fifth Ave., New York

Sun Valley... One of Callaway's many exquisite towel ensembles. Elegant in styling . . . luxurious in lasting softness . . . 14 fashionable colors. ABSORBenized* for faster drying. "Look for the Label of Luxury." At finer stores everywhere.

LABEL OF LUXURY Callaway

Reg. U. S. Pat. Off.



Ensemble for Gracious Living

FROM KARPEN DYERSBURG GALLERIES

You'll discover far more than graceful styling and inviting beauty in the Karpen Brookfield Group. More even, than long years of satisfying comfort. Here . . . for the discerning home . . . is an enviable expression of gracious and hospitable living.

Dramatic and exciting fabrics were loomed exclusively in a choice of rich harmonious colors. Exposed wood surfaces are solid Honduras Mahogany. And in each piece there is the quality and craftsmanship that distinguishes Karpen Guaranteed Furniture.

Picture the Karpen Brookfield Group in your living room. This handsome ensemble of truly fine upholstered furniture . . . considerately priced . . . is available now at leading Furniture and Department stores.

S. KARPEN & BROS.

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • DYERSBURG • LEXINGTON

Manufacturers of Guaranteed Furniture, Mattresses and Transportation Seating

The BROOKFIELD GROUP

KARPEN Guaranteed FURNITURE FOR 71 YEARS

Written For You! An attractive, full color booklet on the care and selection of fine upholstered furniture. For your copy, fill out the coupon below and send 25¢ in coin to:

S. KARPEN & BROS., Dept. HB-51,
636 W. Cermak Road, Chicago 16, Illinois

*Name*_____

*Address*_____

*City*_____ *Zone*_____ *State*_____



Needletuft room size rug combines cotton and Du Pont's new Fiber E rayon for a striking two-tone "TANGLEWOOD" design.

NEEDLETUFTING—A MODERN *Art*



Needletuft "DOVER" in regular sizes, supersizes and luxurious dual-bed sizes at good stores everywhere.

So sumptuous are the textures, so modern the colors that Needletufts are chosen even by the avant-garde of decorators. The high fashion which graces this striking bedroom illustrates Needletufting at its finest—velvety rows of lush "feathertuft" in ultra-smart colors, including chartreuse, buttercup, brick, sapphire, emerald, noon blue, beige dusk, moonstone grey, lipstick red, natural and brown.

For Folio of Decorating Ideas send 10¢ in coin to CABIN CRAFTS, Dept. P, Dalton, Georgia

Needletuft®

BEDSPREADS

Window Shopping

CONTINUED FROM PAGE 56

INGULAR SERVER for alad and vegetables is a one-anded wizard that never loses grip between serving dish and late. The silver-plated fork and poon operate on the scissors rinciple. and it's wonderful for verything from lanky asparagus slippery grilled tomatoes. Fine. o. for lifting hot potatoes and olls from oven. $5.50 postpaid. rder it from Janet Forister. ept. 8-D. Bloomington. Ill.



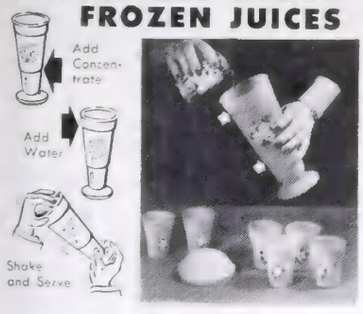
OAP FOR SERVICEMEN omes with insignia, name, rank, nd serial number imprinted into ach cake. And it won't wash out! he French-milled cold-cream oap is perfect in hard or soft ater, and absent-minded buddies on't walk off with it. Specify rmy. Navy. Marine, or Coast uard insignia. Box of 4 cakes 1.50; 6 cakes $2.25 ppd. No .o.d.'s. Tucker Personalized Soap o., Larson Bldg., Clifton. N. J.



A SPLASH IN THE PAN is ad news when you're turning sh. hamburgers. French toast. tc. So the Non-Splash Spatula good news. naturally. Made of teel with 2 stainless blades. it's 4" long. and the thumb plate ontrols the opening and closing f the "jaw-action" top blade. Wonderful for frying fish over a ampfire. $1 postpaid from Rene-Crafts Products. 1714 Walnut ve.. Wilmette. Ill.



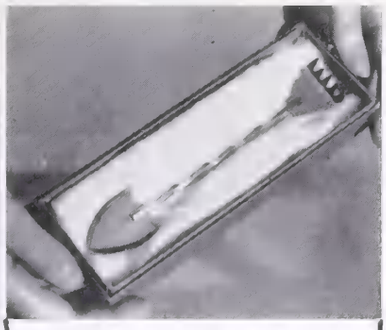
Handy 'n' Quick
TO MIX AND SERVE FROZEN JUICES



This practical 30-oz. Shaker and 6 Juice Tumblers are smartly designed in sturdy, gleaming, styrene plastic. Each piece artistically hand painted. Simply pour in juice concentrate, add water to indicated level, shake and serve at the table! **The Set . $2**

UNUSUAL *Gift* CATALOG ON REQUEST DEPT. O

THE VILLAGE STORE
LAKE PLACID, N.Y.



THE GREEN THUMB

Window-box gardeners will find this ingenious little tool wonderfully handy! Made of solid brass, it's precision built with a spade end for loosening the dirt or applying fertilizer, and a rake end for all-around cleaning up. 7" long. Makes a perfect gift for your plant loving friends!

GIFT BOXED **$1.00** *postpaid*

No C.O.D.'s please

Whitman House Dept. H-51

521 Fifth Avenue New York 17, N. Y.



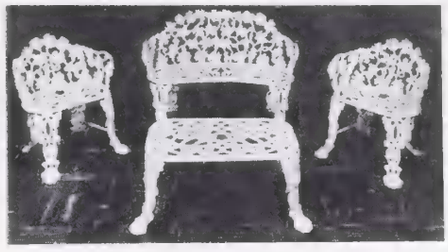
Sterling Silver Gifts from Cartier

Vase, 8¼ inches high, $18; compote 4½ inches high, 8½ inches diameter, $55; pair of pepper shakers, 5½ inches high, $28; matching pair of salt dishes with blue glass linings and silver spoons, $30.50 . . Prices include Federal Tax.

Illustrated booklet on silver flatware sent on request.

FIFTH AVENUE AND 52ND STREET, NEW YORK 22, N.Y. PLaza 3-0111

Attractive Prices on these



Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

Aluminum		Cast Iron
$30.00	Large Settee #601 39" wide	$25.00
$22.00 ea.	Armchairs #602 22½" wide	ea. $18.00
$13.50	Table #160 30" wide	$11.00

(a)



(a) Oval Top Antique Flower Box Trucopy. 23" long by 15" wide on top. 21" high. Ornamental design. Painted white. Only **$21.50**

(b) Rose and Lyre Chair #402. Authentic reproduction New Orleans original. Seat 17" x 18". Overall height 34". Painted white. Cast Iron $32.50. Aluminum $39.50. Settee #400 to match. Width 44". Cast Iron **$65.00.** Aluminum $80.00.

(c) Marble Top Table #170 Formal Venetian Top 32" x 18" Height, 16" Only **$32.50.**

(d) Just the thing for your African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send **$24.50.**

(e) WALL BRACKET for FLOWER POTS—12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. **$4.50.**

(b)



(c)



(d)



(e)



Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

Send for catalog of other items

J. F. DAY & CO.

Dept. B-5
1901 4th Ave., South
Birmingham 3, Ala.



Our scotch plaid has become a classic!

Sturdy, washable Sanforized denim, designed and tailored by Craig —so handsome, yet so practical for many-purpose rooms.

IN PLAID: Throw, single only, 18.95 Bolster, 13.95 Toss pillows, 4.95 each. Flanged pillow case, 7.50 Unlined pinch-pleated draperies, 72 inches long, pair, 16.95 90 inches long, pair, 20.00 Valance, 3.95

IN DARK GREEN COTTON: Flanged pillow case (fits bed-size pillow), 4.95 Bolster, 12.50 Toss pillows, 4.95 each.

Lord & Taylor, 424 Fifth Avenue, New York 18
Also at Westchester and Millburn



Paper Weight Birth Memento

Very sentimentally yours . . . baby's hospital identification beads . . . to have and to hold. Preserve and display them this lovely, permanent way . . . just send them to us, we'll imbed them in a 3" square lucite paper weight and inscribe baby's name in gold. Makes a charming little accessory you'll cherish through the years . . . a wonderfully welcome gift for the new Mother! Just **$3.00** postpaid.

Keepsake Shops
112 48th Street Union City 6, N. J.



LACE BACK

ROSE BUD LYRE BACK

Side Chairs $11.95 each in pairs*

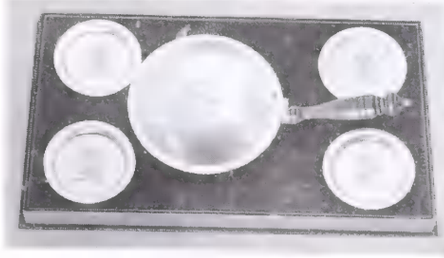
FOB Chicago. Shipping wt. 25 lb. (pair)

Choice of traditional designs—Rose Bud, Lyre Back, Lace Back. Fine hard cabinet wood in rich mahogany finish. Attractive satin and faille striped covers. Endless uses in every room—for dining, hall, bedroom, desk, bridge, telephone, decorative. Send check or money order. No COD's. Money-back guarantee. Shipped in pairs.

** Add $1.50 per chair for individual shipments.*

KANE CO.
610 S. Michigan Ave. Chicago 5

HANDSOME 5-PIECE SILENT BUTLER SET
in lifetime silverplate



A SILVERMART exclusive . . . this exquisite set consists of a heavily silvered Silent Butler (5¼" x 1½") and 4 matching ash trays (3" in dia.). Each piece is beautifully engraved with a sea horse motif. Packaged in a royal blue plush box —makes a very distinctive gift!

Only **$6.95** postpaid, tax included.

No C.O.D.'s please.

SILVER MART
1701 Avenue U Brooklyn, N. Y.



Windo



JAPANESE SANDALS flattering foils for the gol brown of your bare feet summer. They're made of natu straw with rubber soles and bri velvet straps that crisscross your instep—and you'll wear th with everything from a bath suit to a dinner skirt. Order th in ½ size less than stocking s $1.75 ppd. Baker's, 1532 Sans St., Philadelphia 2, Penn.



OF COURSE SHE NEE GLASSES! And these mo grammed sparklers will deli her *and* your budget. They co in 3 sizes: 6½-oz. juice glass, oz. water glass, 12½-oz. iced glass. Monogramming comes 3 styles: block letters (1, 2, o initials). Old English (1 initia or His and Her first initials & D). $2.95 for set of 8 p American Crystal Co., Box 13 Rochester 3, N. Y.



CHAIRSIDE SMOKER. C way to turn a Rover into a St at-Home is to put this smoki stand beside his favorite cha Made of solid mahogany, the t opens into a generous compa ment for tobacco, pipes, etc., a the top of the lower level covered with genuine leath gold-embossed. 19" x 11" x 21½ high, it's an outstanding value $19.95 ppd. Morrison's, Inc., 5 Merrimon Ave., Asheville, N.



SUGAR-FREE
Sweets and Desserts

DID your physician say you must eliminate sugar-sweetened desserts? Or are you just cutting down on calories? Cellu Special Purpose Foods make it so easy—give you such flavorsome variety! **SPECIAL OFFER:** 1 Pkg. Cellu Sugar-Free Gelatin Dessert (contains 6 single serving envelopes assorted fruit flavors: Raspberry, Strawberry, Cherry, Orange, Lemon, Lime); 1 Pkg. Cellu Sugar-Free Rennet Dessert (contains 12 single servings. Imitation Coffee, Chocolate Cream, Maple, Peppermint, Raspberry, Strawberry, Vanilla); 1 Pkg. Cellu Sugarless sweetener (pours like powdered sugar, for fruits, cereals, etc.); and 2 Pkgs. Cellu Sugar-Free Gum (Cinnamon, Peppermint). All sent ppd., only..... **$1.00**

No C.O.D.'s please.

FREE —Send also for Cellu Catalog, showing many low carbohydrate recipes, tables of food values of all common foods, vitamin and mineral charts, and much helpful information.

CHICAGO DIETETIC SUPPLY HOUSE, INC.
1750-B West Van Buren St., Chicago 12, Ill.



YOUR CHILD Personalize BIRTHDAY RECOR

Mother Goose Celebrates YOUR CHILD'S BIRTHDAY

Humpty Dumpty, Bo-Peep and the other Mother Goose favorites celebrate YOUR CHILD'S BIRTHDAY in song and story, announce FULL NAME and AGE! Exciting to youngsters, parents, aunts, uncles! Wonderful gift!

UNBREAKAB $1.00 EAC PPD

Available for all phonograph players.

Send $1.00 cash, check or money order for each record with CHILD'S NAME or NICKNAME, AGE, BIRTHDAY

Greetings from sender may be included in record. One week delivery.

For Personal Birthday Records for OLDE CHILDREN order "SINGING COWBOYS" "CINDERELLA'S PARTY"

MOVIECRAFT RECORD
1629 UNIONPORT ROAD
NEW YORK 60, N.Y.

Shopping



F SHE LOVES BALLET. e'll love this sculpture in ster- ng of the little "Mona Balle- na." Designed by Oscar J. erlin. formerly of Sadler's Wells allet. she's a small work of art at will give enormous pleasure whomever you send her. founted on solid Macassar ony. 3½" tall over all, $13.50 cl. tax. Add 35¢ post. Black. tarr & Gorham. Fifth Ave.. at 3th St.. New York 19.



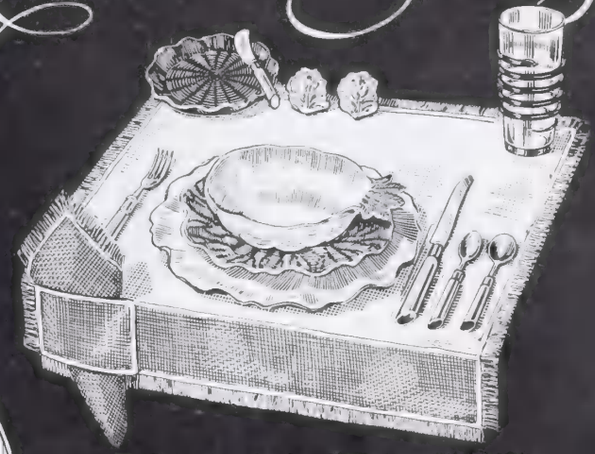
LACE" CURTAINS that will ee you from the ever-present hore of ironing. yet look fresh s starched chantilly lace. are ese ruffled tiebacks. Made of lastic. they measure 36" wide. 7" long. We're going to hang urs in the bathroom where even e steam our husband works up in e shower won't wilt them. Won- erful for kitchen. nursery. or bed- oom. White. blue. pink. $2.25 pd. Uttal's. Mt. Vernon. N. Y.



RAND DUFFLE BAG for boy going into service or for child going off to camp is made f strong 7-guage plastic, yet it eighs only 8 ounces. We recom- nend it highly to anyone plan- ing a family motor trip this ummer. It's a perfect catchall or laundry. Just $2 postpaid from unch & Judy. 8 Fairmount Ave.. hatham. New Jersey.



Carolated Settings



THE "CAROLATED" TOUCH

Your assurance of perfection . . . from the smallest accessory to the exclusive coordination of flatware, glassware, china, linens and table decoration. So vibrant in color, so exciting in design, so charmingly correct! Our vast selection of table settings dispels doubts and errors when you make your selection from

Carole Stupell

Plaza 9-7786

507 MADISON AVENUE • NEW YORK CITY

Between 52nd and 53rd Sts.

Reproductions By Mail

★

"And a pair of these so Intriguing, Versatile Chairs"!



It's so casually smart, our "BEVERLY" Chair, for occasional uses, for the fireside, or even your bedroom. Fine spring seat, tasteful button tufting. In lovely Velvet and matching moss-edging. (Samples on request). Colors: Lipstick Red, Emerald Green, Sage Green, Old Gold or Rose. $48.50 each; a pair only $95.00. In muslin or your material—$39.50 each. (Send 3 yds. of 18" material and 7 yds. of edging. Self-Welt seams used, if edging not sent). H. 35½"; W. 25½"; D. 28". Seat Height 17". Send check or M.O. No C.O.D.'s. Express collect. SATISFACTION GUARANTEED. Also, send 10¢ for your copy of "A Selection of Chairs."

The Chair Shop

Box 220 Hickory, N. C.



BLACK BEAUTY ANDIRONS

A pair of rearing black beauty horses cut from ½ inch steel. Stand 15 inches high. Make striking silhouette against your fire. Ponyshoes for good luck are welded to log supports. 18 inches deep, or can be shortened at no extra charge. Finished dull black. **$15. per pair postpaid.** Shipment same day. Add $2 postage west of Miss.

Our prices have not advanced. Send for folder showing other original horseshoe gifts produced at

Horseshoe Forge

5 Muzzey St., Lexington 73, Mass.

GIFT WITH Charm



(18x14 inches)

Silhouette estate signs in heavy rust-proof black metal for lawn post, tree or house. Your name is cast into full length of design.

$9.95 delivered postpaid. No C.O.D.'s please. Name to read from both sides $3.00 extra. Any special design from your rough sketch $5.00 extra. For immediate shipment order direct from this ad. Satisfaction guaranteed. Nice gift card enclosed if you wish.

=200 Coach & Four
=212 Country Doctor =128 The Hunter
=218 Windmill =120 The Pines
=118 Dog—any breed =220 Sailboat

Catalogue on request

McGIVERN'S FURNITURE HOUSE

West Peabody, Massachusetts

The Cape Cod Weather Glass-Planter

For Ivy or Small Plants



An exact replica of an original, popular in the days of square-rigged sailing ships. Accurately indicates change from fair to stormy weather within 8 to 12 hours.

Genuine hand-blown crystal with antiqued metal holder to hang in porch or sun room. Overall height—12⅛". Weather glass and planter vase are removable.

$3.25 postpaid

Sorry, no C.O.D.'s. Full instructions for use and coloring paper included.

WEATHER GLASS & STAND WITHOUT PLANTER . . . $2.50 postpaid

Illustrated catalog of other unique gifts available.

Artistic Glass STUDIOS

Dept. HB5, Box 544, Freeport, N.Y.

CHAISE PADS RE-COVERED $5.75



Don't throw away your old pad for chaise longue, swing, cot or glider. . . . Recover the inexpensive way with TY-ONA-PAD which slips right over a standard 24x72 pad and fastens with elastic ribbon and cotton ties. . . . TY-ONA-PADS are made of high-grade duck edged in white piping. . . . Vat-dyed, water-repellent, mildew-proof. . . . Colors: blue, green, yellow, red or rust. . . . postpaid $5.75 Custom-made, larger-sized TY-ONA-PAD for covering pad up to 30x72 available at . . . postpaid $6.75 No C.O.D.'s please. Write for catalogue showing patio and beach pads, officer chair covers, pillows, etc.

SUN-FUN SHOPS OF CALIFORNIA

P.O. BOX 4977, FLORENCE STATION LOS ANGELES 1, CALIFORNIA



1. Exceptional value in a pair of Hurricane Lamps with hand cut and polished globes and polished square bases. Wired for electricity. Complete with bulbs. Height 14 in. Pair $25.00.

2. Strikingly beautiful Sandwich or Canapé Plate of Crown Derby English Bone China in brilliant enamels; Sterling Silver rim. Diameter 12 ins. Each $35.00 (tax included).

3. Magnificent Wedgwood Queensware Dessert or Salad Plates, modelled in natural leaf shape. Leaf Green, dozen $22.50; White, dozen, $13.00.

4. New and lovely adaptation of the Evans Automatic Lighter mounted in famous Wedgwood Queensware. Height 2½ ins. Blue on White, or White on White, each $12.00; White on Blue, each $13.50.

Send for our BRIDE'S GIFT BOOK, it's free.

Plummer LTD **734 Fifth Avenue at 57th St., New York 19, N. Y.**



Window



CHINESE TABLE. This is fine buy and, with its classic l design, it's a good mixer w modern or 18th-century deco tion. Made of teakwood in a ri brown finish, it comes in 3 size small, 30" x 13" x 11" hig $29.95; medium, 34" x 16" x 1 high, $39.95; large, 37" x 19" 14" high, $49.95. No C.O.D Shipping charges collect. Fo Brothers, 912 West Seven Street, Los Angeles 17, Calif.



PRETTY AS THE PI TURES they will hold are the frames that will make the peo you love look lovelier. Handma of ceramic in pale pink, ivo and blue, a nosegay of rosebu delicate as a butterfly kiss, flatte a fair face. The larger size, f 3" x 4" pictures, is $5.25. Small size, for 2" x 3" snapshots, $3.95. Postpaid. You can ord them from Helen Gallagher, 4 Fulton Street, Peoria, Ill.



HE'LL BLOW HIS OW HORN, your young Barney O field, with the Kiddie Drivette the seat of your car. It has a re horn, foam-rubber cushion se a safety belt and a 9" plas steering wheel. Adjustable, t so he sees where he's going, i actually an auto safety device f the whole family. And it fits ov the chair or couch for home pla $5.60 ppd. Drive-Eze Mfg. C Box 163, Austin, Texas.

FATHER'S DAY SURPRISE!

AT LAST! His Own BARBER POLE SHAVE RACK!



Combination
★ Shaving
★ Brush
★ Safety
★ Razor
★ & Used
★ Blade
★ Holder!

Keeps all his shaving gear in one place! No more rusty blades on sink, floor, shelves! Sturdy, colorful CERAMIC, easy to clean! 6" high. Nickel plated spring steel handles. Stand it anywhere or use handy hook for quick hanging. Thoughtful gift—practical too, that'll make him jump with joy!

Personalized with first name, $2.69
. . . Without name, $2.50

We pay postage. MAIL ORDERS FILLED.
Send check or money order to

Crown Craft Products
246 Fifth Ave., Dept. 95, New York 1



SEA OF MATRIMONY

A fascinating chart, showing Cupid guiding the ship through the harbors and reefs of married life, is mounted on either a 13" high scrap basket or a 12" × 16" tray. Both are metal with handsome antique white finish and gold trim and are most appropriate for engagement, wedding or anniversary presents. Famous Jean Page Crowell signs each piece, guaranteeing its beauty and practicality, and will include a monogram and date if desired.

Scrap Basket . . . **$7.50** plus 50¢ shipping
Tray . . . . . **8.50** " " "

YOUNGSPORTS
Box 65, Chester Springs, Pa.
Shipment in 5 days — No C.O.D. please

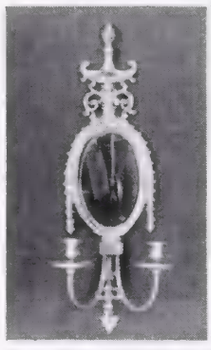




SKIMMERS BY CAPEZIO

The perfect indoor-outdoor cool shell pump on a wafer leather heel. Pretty on the foot. Fresh colors: deep pink, yellow, light blue, purple, orange, white, navy, red, black kid. Navy, brown, black suede, black patent leather, natural straw. State shoe size, 2nd color. **$7.95.**

French Boot Shop
541 MAIN ST., NEW ROCHELLE, N. Y.



CHARMING WALL SCONCE

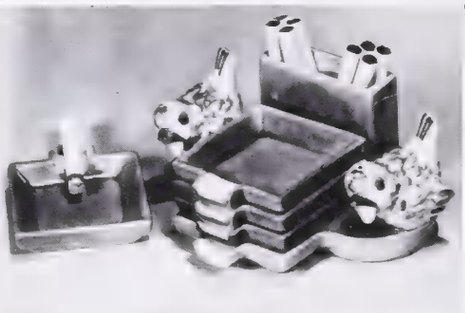
. . . that will improve the beauty of any of your rooms.

Solid brass, permanent finish, beveled mirrors 24" high. **$27.50 a pair.**

Postage Collect — **No C.O.D.'s**

Write for FREE brochure

LAFAYETTE GIFT SHOP
P.O. Box 17 — **Hasbrouck Heights, N.J.**



Imported Ash Tray

This exquisite hand painted ash tray will enhance any table or desk top.

The charming bird couple hovers over a nest of 5 ash trays; the decorative well holds a pack of cigarettes. 5½ inches wide. **$2.75** ppd.

IMPORTED ARTS, Inc.
515 Lincoln Road, Miami Beach, Fla.

Shopping



ED HIM OVER with the vest four-in-hand that ever said appy Father's Day" to your orite bartender. Made of nkly gaudy striped canvas, it tens around his neck, unfolds become a giant bib. He'll sport when he's mixing cocktails, hing out barbecue sauce by ur outdoor grill. $1.50 ppd. me Room, 1538 Connecticut e., N.W., Washington 6, D. C.



VERY WOMAN KNOWS at a good bra is the magical lus" for a good figure. Here's wonderful one—French cups of ce over nylon whose wired half cles are gossamer-light, yet ve super support. Designed for *belle poitrine* with wide separa- n, it comes in any color lace er any color nylon. Sizes rough 38. Fully guaranteed for yr. $27.50 ppd. Joseph Berle, W. 58th St., New York 19.



OOL UP FOR SUMMER d outdoor dining with this set stainless steel shishkabab ewers. The set of four comes cely gift-packed in a storage se and, almost best of all, you t with them an old gypsy recipe r tender, smoky, crisply singed ewered lamb. A perfect week- d present for your country- use hostess, and just $6.45 ppd. essa Gaulois, 723 Lincoln Rd., liami Beach 39, Florida.



LOOK! *Amazing New Discovery!* Only Experts Can Tell It from a Diamond



Write today for the FREE illustrated booklet that tells the full story of the latest miracle of science—the story of a glorious jewel discovered in the laboratories of one of the world's largest corporations. Read about the Kenya gem—a true gem that so closely resembles a diamond that only an expert can tell the difference.

More Fire! More Brilliance!

This marvelous gem has more brilliance, more fire and a more dazzling display of color than the finest diamond, and it costs so little.



Costs Far Less Than a Diamond!

You can now own a brilliant, unmounted Kenya gem for only $27 (1 carat) to $120 (4 carats); also men's distinctive rings and ladies' fashionable rings and earrings of 14K white or yellow gold set with expertly cut Kenya gems.

The Cinderella of Science

Kenya gems are the sensational discovery you read about in the Reader's Digest and Sat. Eve. Post, "the only thing on earth more brilliant than a diamond."

Copyright 1951 Kenya Gem Corp.

Buy on EASY PAYMENTS If You Wish

--Write or Mail Free Coupon Today--

Kenya Gem Corp., Dept. 245, Philadelphia 44, Pa.

Please send me, without obligation, the FREE illustrated descriptive booklet telling about Kenya gems.

Name_____

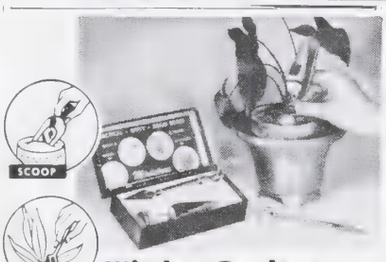
Address_____

City_____ State_____

Write Today or Send Coupon for FREE Illustrated Booklet

KENYA GEM CORPORATION

DEPT. 245 PHILADELPHIA 44, PA.



SCOOP TROWEL TAMPER SCRATCHER

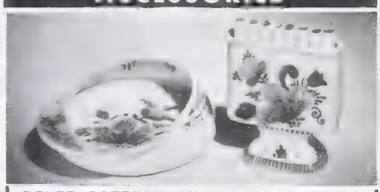
Window Gardener...

No more wielding makeshift kitchen utensils in window boxes, plants and flower boxes. Now there are tools for this, and so charming too! About 6" long, with shining tarnish-proofed brass finish. These two pieces are really ornamental and will last a lifetime. Attractively gift-boxed, $2.50 postpaid.

UNUSUAL *Gift* CATALOG ON REQUEST DEPT. D

THE VILLAGE STORE OF LAKE PLACID, N.Y.

Functional, Decorative ACCESSORIES



DELFT POTTERY SMOKER SET. Unusual collector's items from Holland. Made of ceramic china. Cigarette Container is 3½" high, 3" across top; Cap Ash Tray is 1½" x 1½"—may also be used for candies and nuts. In pale blue with deep blue flowered motifs. Make distinctive gifts! **Cap, $1.75; Holder, $2.49. Both pieces, $4.25.** Send 10c for complete catalogue on Delftware and deduct amount from your order.



COLONIAL SEWING KIT. A quaint reproduction of an old Salem Rocker! Made of fine-grained, veneered wood, has double pin cushion. Equipped with scissors, thimble, 5 spools of thread; drawer beneath seat contains needles and pins. 8" high. Charming on dresser or sewing table—makes an unusual gift! **Only $3.95 postpaid.**

Write for FREE giant gift catalogue.

C.O.D. charges extra

SCHAFFER GIFT HOUSE
Springfield, New Jersey

FOR EXTRA ROOM AT THE TABLE...

T-TOP

THE ORIGINAL FOLDING TABLE TOP

Simply fold T-Top over your card table, cleats on underside hold it firmly in place—and presto!—seating capacity of your table is increased to seven! 46" diameter fits any standard size card table... light-weight... sturdy construction allows heavy, every-day usage.

Send for your T-Top now. Immediate delivery, unfinished or dark green, rich red, dark brown.

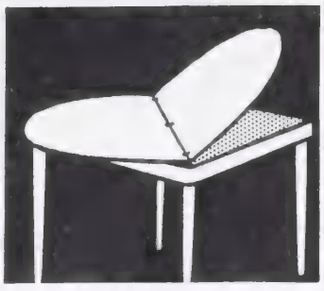
Unfinished **$4.95** — Painted **$5.95**

No C.O.D.'s please. Shipping Charges Collect

Send check or money order to

T-TOP COMPANY, INC.

Dept. B-1 **Salem, Mass.**



NEW LIFE for WORN COMFORTERS

hey can be luxuriously re-covered and made fac- ory-fresh by our exclusive process. If they are ool, we record and fluff them equal to new. If they re down and worn thin, we can add extra down r, better still, use what down you have, add wool nd convert them into the famous U.S. Pat. LANA- OWN COMFORTERS, at a very nominal cost. We se only the finest fabrics such as satins, taffetas, lain and printed sateens and chintz, samples of hich may be had on request.

Send by Express or Parcel Post.

Send for Free Booklet HBM



LANADOWN

516 Madison Ave.
New York City 22
PL. 8-1940

Factory: 44 W. 28th Street, N.Y.

2 Space-saving Magazine Racks. *Which one do you want?*

Buy for yourself or as the most acceptable Gifts. Hang on any door or wall. Each Rak holds many magazines of all sizes.



MAG RAK, 20" x 45"; five graduated pockets, white pine finished in transparent lacquer, or unfinished. $14.35 ppd. (Add 25c west of Miss.)

3-Rs RAK (Readin', Ritin', Relaxin') is 16" x 18", has built-in pencil tray and removable lap board. Finish as above. $7.45 postpd. (Add 25c west of Miss.) No C.O.D.

BUSINESS RAKS: Wall and floor models for 3½" x 6" and 8½" x 11" Sales Folders; Travel Folders, Maps and Time Tables; Magazine Raks for Offices and Waiting Rooms. Write for illustrated circulars.

THE RAK MAKERS

201 Union St., New London, Conn.



Paul Revere Bowl and Ladle

NEW—AMAZING TARNISH RESISTANT STERLING SILVER

ENJOY the satisfaction of sterling silver without the drudgery of keeping it polished. The famous PAUL REVERE MAYONNAISE OR SAUCE BOWL with beautiful ladle to match protected by special process which resists tarnish and wear. Needs only soap and water to keep it bright and shiny. 4¼" diam. 2½" high. A treasured gift for the bride.

2 PIECE SET $12.00 PPD. INC. TAX

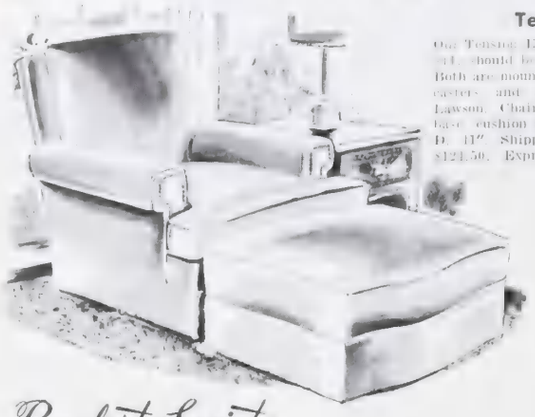
BOWL ONLY—$9.50 PPD.

Check or M.O.—No C.O.D.'s

Maine's leading Gift Shop for 30 yrs.

THE BLUE WAVE
KENNEBUNK, MAINE

Dear Madam: What has Friend Husband said: "I had a good day at the office", or has he a six o'clock grouch instead of a smile? The fault, dear Madam, lies not in his work, but perhaps in his tensions. If he'd relax and "just think", each day after lunch (in our Tension-Ease Chair) . . . well we know you've tried it before. But, this time, let's lead him by the hand, right into Bayfort's Office and Den brochure—of always smart Lawson-type chairs, sofas and settees that will show him how to be both pennywise and poundwise, in sprucing up his office and adding to his comfort. This'll be valuable too, in selecting for Den, Beach or Summer home. If you'll write today for our Office and Den folder, we'll include five wonderful, spongeable leather-like DUPONT fabric samples for color choice. Between us, we'll change friend husband from an Office to a Home slave. He'd like that! Write today!



Tension-Ease!

Our Tensing Ease Chair and Ottoman No. 814 should be in His "Inner Sanctum!" Both are mounted on durable, easy rolling casters and are smartly contemporary Lawson. Chair has tempered springs in base cushion and back. H. 34"; W. 34"; D. 41" Shipping Wt. 110 lbs. Price—$124.50. Express Collect. Spring filled Ottoman. H. 17"; W. 30"; D. 26" Wt. 11 lbs. Price—$43.50. Express Collect. Send check or M. O. In DUPONT'S armor-backed Fabrilite plastic, your choice of Burgundy, Club Brown, Forest or Sprout Green, or Biege. (A Father's Day gift could be a starter.) And, as business men expect, full satisfaction is guaranteed.

Bayfort Society
BOX 1808 CHARLOTTE, N. C.



BRIDE 'N GROOM Plate

After the rice and confetti is cleared away, who will the happy couple remember best? You—when you give this personalized 12" Memory Plate! Under the quaint tintype illustration we'll put the names of the bride and groom . . . one on each side of two entwined hearts. Below will be the wedding date . . . on the back your name "therm-o-tized" with an unforgettable flourish! Plate in heart-blood red with hunter green trim, permanently glazed for lifetime possession.

Enclose your card if you wish us to ship direct. Give name of Bride and Groom; also Wedding Date.

$6.95 Ppd.

DOWNS & COMPANY
81-FB Salem Lane Evanston, Ill.



SEA OF MATRIMONY

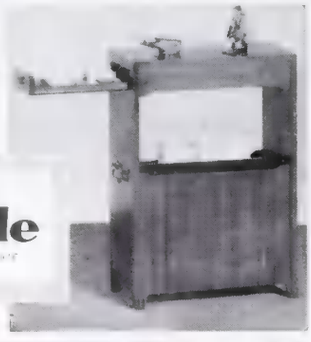
A fascinating chart, showing Cupid guiding the ship through the harbors and reefs of married life, is mounted on either a 13" high scrap basket or a 12" x 16" tray. Both are metal with handsome antique white finish and gold trim and are most appropriate for engagement, wedding or anniversary presents. Famous Jean Page Crowell signs each piece, guaranteeing its beauty and practicality, and will include a monogram and date if desired.

Scrap Basket . . . **$7.50** plus 50¢ shipping
Tray . . . . . **8.50** " " "

YOUNGSPORTS
Box 65, Chester Springs, Pa.
Shipment in 5 days No C.O.D. please

Hideaway Smoker in this *beautiful Magazine Rack End Table*

Clever—handy—and so smart . . . this combination magazine rack and end table. Ash tray, cigarettes, matches are out of the way in the pullout drawer, yet so handy and ready for use. Beautifully designed, in either mahogany or walnut, styled to match period or modern furnishing. An ideal gift and welcome addition to your home furnishings. Only 8" wide, 17" deep, 24" high. $29.95 shipped express f.o.b. Send check or money order.



Klode Furniture

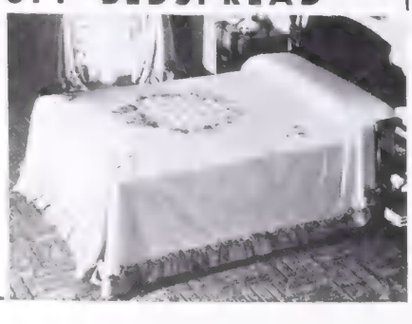
KLODE FURNITURE
823 N. 2nd ST., MILWAUKEE 1, WISCONSIN

NEW NEEDLETUFT BEDSPREAD

in Handsome "Mimosa" Pattern

Another Cabin Crafts original—blending rich heirloom detail with practicality in a wrinkle-resistant Bemlo Cloth (Seersucker Spread. Has vivid, tufted floral center wreath surrounded by jumbo puffs. Sections of wreath are repeated at corners. Lavishly ruffled. Long edge with French Knots. In pink, blue, turquoise, yellow, grey or brown. To enhance your own bedroom—for a distinctive wedding gift!

Twin size. . . . $13.95 each
Double Size. . $14.95 each
Both unshirred. Sizes No. C 6-D



Morris
56 Main Street Torrington, Conn.



Windo



AND SO THEY WERE W

the Scotch lass, the Spanish se
ita, the Norwegian flicka, eac
the traditional costume of
country. Made of plastic
movable heads and arms
sleeping eyes, these brides of
nations even have mohair w
There are 28 in the series, f
America to Yemen. 7½" h
$3.25 each; 2 for $6. Post
from Salt & Pepper Shop,
E. 86th St., New York 28.



BUDDING GENIUS. W
someone you love sends yo
single rose, it means more t
a dozen American Beauties.
cherish it, and show it off in
bud vase. The base is ster
silver, the glass top is etched
a delicate flower design. 10
high. $7.50 including tax
postage. Lynn Scott Gifts. 9
64th Ave., Forest Hills, N. Y.



GOOSENECK LAMP

they bend to your will .

IN GLEAMING SPUN ALUMINUM

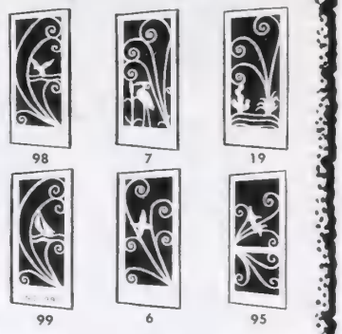
They give light just where you need it. Flexible arms adjustable for direct or indirect lighting. Light each individually or both together. With decorative wash fiber glass shades in beige, white, red, yellow, green chartreuse. 25" high. Lamps also available in b red, green, gray, brass and copper finish at $1.50 for double and $1.00 extra for single.

Double—Style #L4. **$11.75**
Single—Style #L3. **$7.45**

Same size, same finishes and shades as Double
Satisfaction Guaranteed. Order Now By Mail
Express Collect

Jan's **Modern Lamps, Inc.**
Dept. B51 15 West 8th St., New York 11, N.Y.

SCREEN DOOR GRILLES



HAND WROUGHT GRILLES CUSTOM MADE TO FIT YOUR SCREEN DOOR, BEAUTIFULLY FINISHED IN WHITE ENAMEL. GIVE EXACT DIMENSIONS OF SCREEN AREA ALSO IF COMBINATION OR PLAIN DOOR.

$32.95

WRITE FOR CATALOG

WILLIAM Spencer

710 CHESTNUT ST., PHILA. 6



Stop That Dog With Gran

Grant's Dog Repellent keeps dogs from stroying lawns, shrubs, trees, gardens, Pungent fumes (not a liquid, not a powd enclosed in safety sealed metal contain are obnoxious to dogs—drives them aw Not affected by rain or sprinkling. offensive to human beings. Effective a of each repellent is 8 feet. Guarant effective for 3 months. Package of 6 re lents $1.00. Order direct—

Grant Laboratories
6024 Adeline St. Oakland 8, Califor

Shopping



PRETTY SHADY! When the sun is acting like a ball of fire, and you want to look as cool as a mint frappé, clap this pretty hat on your curls. Made in Jamaica, B.W.I., of loosely woven straw, the natural color emphasizes your golden tan, and the wide brim is a shady flatterer. It's versatile, too, because it doubles as a bag by pulling brim drawstrings. $3 ppd. Fred Leighton, Inc., 15 E. 8th St., New York 3.



PERFECT INSULATION for your kitchen-weary digits are these 3 gay percale pot holders. They're the answer to the burning question when you hoist the roast from the oven, remove blueberry muffins from the pan. In red, blue, green, or gold, topped with a Southern mammy, they come with a re-usable plastic drawstring bag. $1.25 the set, they're sent postpaid from Thomas Sloane, 46 Franklin Avenue, Lynbrook, N.Y.





$5.50 postpaid

$7.50 postpaid

The Magic of Mirrors

TO REFLECT YOUR CHARMING DECOR!

Handsome highlights for your bedroom, dressing room! Plate glass mirrors in beautiful moulded wood frames. Decorator tones to harmonize superbly with your own color scheme. Have easel backs to stand, or can be hung.

Graceful Rococo Framed Mirror No. 630
In off-white or French Gold
18 x 11½" . . . $5.50 postpaid.
Larger size, 21 x 13½" . . . $8.95 postpaid.

Decorative Rosette Framed Mirror No. 210
In off-white with pale pink flower buds.
15 x 11½" . . . $7.50 postpaid.

Satisfaction Guaranteed
Send check or C.O.D. plus charges

Henry Rosenzweig, Dept. H-5
723 Lexington Ave., New York 22, N. Y.
Please send ☐ No. 630 Rococo
☐ No. 210 Rosette
☐ Off-White ☐ French Gold
☐ Payment enclosed $.....
☐ C.O.D. plus charges
Name .....
Address .....
City ..... Zone..... State.....

The Ideal Gift for MOTHER'S & FATHER'S Day

NEW Butterfly Solid Brass
TRIVET WALL LAMP



An unusual adaption of Colonial Day pieces. Smartly styled to make a handsome companion to other pieces of its era. Lamp ensemble includes highly polished, third-dimensional solid cast brass trivet, 3-way socket, frosted, glass shade, brightly polished brass bracket, enhanced with key-like switch.

Priced Only $8.95 post paid

Complete satisfaction guaranteed or money refunded.
Send check or money order to:
YEMO METAL CRAFTS, 87-28 Little Neck P'kw'y, Floral Pk., N. Y.

New Solid Brass
TRIVET PLANTERS

Solid brass trivet in historical grape design mounted with solid brass flower pot. Both highly polished and lacquered. $3.95 postpaid

Complete & Mounted



FREE brochure showing other Early American reproductions on request.



SCOOP

TROWEL

TAMPER

SCRATCHER

Window Gardener...

No more wielding makeshift kitchen utensils in window boxes, plants and flower boxes. Now there are tools for this, and so charming too! About 6" long, with shining tarnish-proofed brass finish. These two pieces are really ornamental and will last a lifetime. Attractively gift-boxed, $2.50 postpaid.

UNUSUAL *Gift* CATALOG ON REQUEST DEPT. D

THE VILLAGE STORE of LAKE PLACID, N.Y.



Enhance Your Notepaper
with an ORIGINAL SKETCH OF YOUR HOME

Make your correspondence look truly distinctive . . . send us a clear photograph or snapshot of your home . . . from it J. Edward Mason will make an original pen and ink drawing which we'll reproduce on 100% rag paper in black, red, brown, green or blue. Address appears under sketch and/or on back of envelopes if desired. Handsomely boxed, 100 sheets and 100 envelopes.

$27.50 postpaid

(Second order, $17.50 for 100 notes and envelopes.)



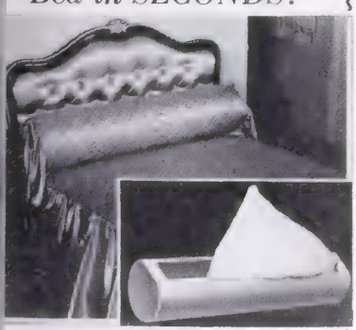
MAIL BOX . . . personal informal notes with pen and ink sketch as illustrated. 50 sheets and envelopes, $4.95 postpaid. (Please print name desired.)

Other original notes are available in boxes of 24 sheets and envelopes for $2.95. Write us about these and Christmas cards for next season.

No C.O.D.'s please

The Custom Stationery Company
Box 321 Bronxville, N. Y.

Now—Dress Your Bed in SECONDS!



YOUR SPREAD DROPS RIGHT OVER

BOLSTERETTE

Slip your pillows in the Bolsterette—pull up the spread and your bed looks neat and glamorous. Won't roll. Sturdy fibre-board covered in beautiful designs.

4.95 Full or Twin Size

MAIL ORDERS RUSHED
Cash with order. Postage prepaid

HANASIN PRODUCTS, INC.
234 Carpenter St. Philadelphia 47, Pa.



POT LUCK
for Casual Living

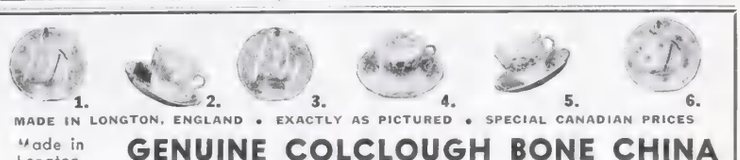
Informal entertaining outdoors or indoors, will find POT LUCK BEVERAGE SERVER the perfect dispenser of everything from "tea to cocktails".

The one gallon pottery pot, swings on aluminum Horse Shoes mounted on maple stand with burned in cattle brands of leading ranches. Cup and candle for keeping foods warm, complete the set. Overall size: 12" wide x 15¾" high.

$35.00 *complete. Shipping charges collect. No C.O.D.'s*

Folder of other Gifts available

THE TREASURE HOUSE
45 Cedar Street Dobbs Ferry, N. Y.



1. 2. 3. 4. 5. 6.

MADE IN LONGTON, ENGLAND • EXACTLY AS PICTURED • SPECIAL CANADIAN PRICES

Made in Longton, England GENUINE COLCLOUGH BONE CHINA

GENUINE COLCLOUGH BONE CHINA TEA CUPS and SAUCERS

1 CUP and SAUCER $2.30 ■ 3 CUPS and SAUCERS $5.50
6 CUPS and SAUCERS $10.50

POSTPAID • NO C. O. D.'s PLEASE • SPECIFY PATTERN NUMBER

THE HALLMARK GIFT SHOP, IMPORT DEPT.
BOX 1714 BILLINGS, MONTANA



STERLING SILVER CANDELABRA

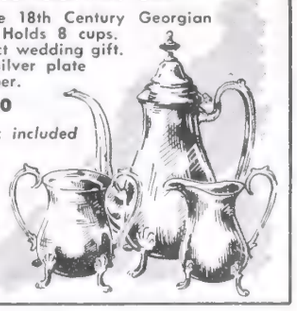
3-light. Beautiful Georgian gadroon design. 12 in. high. Removable arms. An $80 value.

$53.50 pair.
Fed. tax incl.

3-piece COFFEE SET

Exquisite 18th Century Georgian design. Holds 8 cups. A perfect wedding gift. Heavy silver plate on copper.

$34.50
Fed. tax included



MAIL ORDERS PROMPTLY FILLED

DiSALVO GALLERIES, INC.
447 Madison Ave., N. Y. 22, N. Y. PLaza 5-0578

PLACE ORDERS NOW

Littletree



The Loveliness of Cypress . . .

This different outdoor furniture is ideal for porch and terrace or spreading lawn. Great, too, for summer camps and cottages. Built of Southern cypress for the out-of-doors. No fear of showers. Comfortable, durable and graceful with natural cypress beauty. Joints dowel inset fastened with split cypress bands. Each piece thoroughly treated with clear water-repellent wood preservative. 14 years of enthusiastic endorsements from Country Clubs, Adirondack camps and northern estates. Send your check, say where to ship—and we will have a set packed and off to you when you say.

6 pieces—settee, 2 chairs, coffee table, side table, foot stool $39.70

3 pieces—settee and two chairs $28.90

Freight prepaid to nearest freight depot (in U.S.A.). Add $4.50 for Denver and west.

Littletree Company

Dept. HB2 Winter Park, Florida

Window Shopping

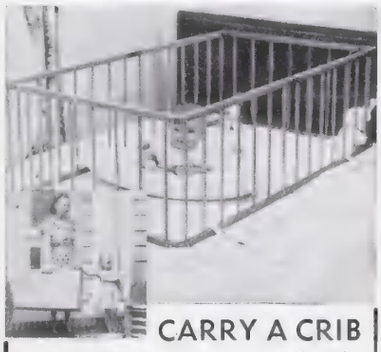
SUPERB STAINLESS STEEL. created by the same Danish silversmiths who make Georg Jensen silver, is worthy of the finest table. The new Jensen pattern, "Canute," totals 58 different pieces. A six-piece place setting, including large dinner knife, dinner fork, dessert or soup spoon, fish or salad fork, teaspoon, butter knife, is $18.25 ppd. Georg Jensen, 667 Fifth Ave., New York 22, N. Y.



HAVILAND ROSE is our favorite of the many patterns in this line of fine American china, and we recommend it as a pretty setting for any bride. The full-blown pink rose stands out against a background of dark green leaves on white china. Rimmed with an embossed laurel design, the 5-piece place setting is $12.35 ppd. Open stock available. The Jolly Tar, 24 Prospect St., East Orange, N. J.



(*Continued on page 73*)



CARRY A CRIB

Instead of staying home, you can take baby with you for a night, a weekend jaunt or long trip. The Kel-Art collapsible-Krib securely attached to any adult bed, cot or couch with its non-slip webbing straps provides a safe crib or pen for baby to sleep or play. When up, krib is 50 ins. long x 28 ins. wide x 20 ins. high. About standard crib size. Easy to set up or take down, a matter of seconds. Choice maple and birch in clear finish. Comes in suit case size carrying carton. Weighs approx. 8 lbs. Grandmothers love 'em. Thousands in use. Ideal gift for military parents—makes it easy for baby to visit soldier daddy. Prompt deliveries.

Postpaid $13.95—No C. O. D.'s.

KEL-ART COMPANY

P.O. Box 331 Ardmore, Pa.

beauty from the orient

Collectors, connoisseurs, all those who love beautiful objects and rare *fabrics* will be pleased with the originality of our offerings. Men's ties, porcelains, lounge coats, jewelry, lamps, furniture, bronzes, fashion fabrics. All exclusive with us. Booklet on request. HB

Gunn-Latchford, Inc.

EST 30 years

323 FIFTH AVENUE (near 33rd) N. Y.



PRIMROSE PEIGNOIR

You may not be an angel, but that husband of yours will think you stepped out of heaven when you wear this quaintly pretty peignoir. Made of rayon challis in a rose print, it's belted in front, wonderfully full in back. White-Pink & Blue.



Sizes 10 to 20

A trousseau treasure at **$10.95** ppd.

Sorry no C.O.D.'s.

Eve Procter

348 Park Ave., N. Winter Park, Florida

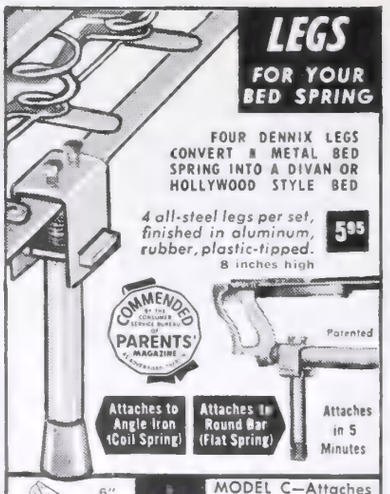


"SWEET ARE THE YEARS AHEAD" is the rich promise hand painted on the nicest wedding or anniversary tray that ever served cocktails to two people in love. Their names and wedding year are also included, while the center is a stylized bouquet of red, green, and gold flowers on an antique white finish. Memories will live in this tray that becomes more cherished each succeeding year. Metal, 13½" wide. Allow 2 weeks for delivery. Ppd., only.....**$6.95**

(No C.O.D.'s Please)

The RED DOOR

1807 Central Street Evanston, Ill.



LEGS FOR YOUR BED SPRING

FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber-plastic-tipped. 8 inches high **5.95**

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Patented

Attaches to Angle Iron (Coil Spring)

Attaches to Round Bar (Flat Spring)

Attaches in 5 Minutes

6" high

Box Spring

MODEL C—Attaches to Box Spring . . . hardwood finished mahogany, walnut, maple or blonde . . . with steel non-rip plate to protect ticking. Set of 6 ..... **5.45**

Send check or money order. Money refunded in 10 days if not fully satisfied. We pay postage.

JORE and Co., Dept. FP

78 Fifth Ave., N. Y. 11, N. Y.



3-Purpose Home Appliance

SANDER · POLISHER · MASSAGER

A quarter-million Model "A" Sanders now in use saving time and labor for housewives and homeowners! Much of its popularity is due to *straight-line reciprocal action* producing an absolutely *scratch-free finish* not possible with rotary, orbital, or arc-type sanders. Model "A" smoothly sands woodwork, unfinished furniture, etc. Perfect for wax polishing! And as a stimulating massager worth the price alone for soothing aching muscles. Only 2½ lbs.; 14,400 strokes per min.; only 2 moving parts; never needs oiling. 8 ft. cord; sanding pad 2 ⅛" x 5⅛"; 110-120 V., 60 cycle A.C. With 6 sheets sandpaper, sheepskin, felt pad . . . **ONLY $14.85.**

FOR THAT MAN IN YOUR LIFE!

HEAVY DUTY MODEL 2000 SANDER. Get him this powerful, fast-cutting Model 21 sq. in. sanding surface, added stroke and power, does big jobs well. Wt., 5 lbs.; overall size 3⅛" x 4½" x 7". In steel case with 25 asst'd. abrasive sheets and sheepskin **ONLY $24.50.**



WHERE TO BUY—Send remittance in full . . . we'll ship postpaid. Or send only $2 now and pay postman balance plus postage and C.O.D. fee. Money back if not delighted after 5 days' trial.

DREMEL MFG. CO., Dept. 491-E, Racine, Wis.

"Strictly for Men"



Treat yourself to a daily face massage in only ONE minute with

Strix-OL

The wonderful *new* "lotionized" *after* shave face massage cream that is soothing, cooling, refreshingly fragrant, and fast absorbing. It applies easily; it stimulates and revives blood circulation for a healthy, outdoor complexion. Ideal for use with electric razors. A practical and welcome gift for the men of your house.

Postpaid. No C.O.D.'s please. Satisfaction Guaranteed.

$1.25 plus 20% federal tax ($1.50 complete.)

STRIX CORPORATION

Dept. E. 333 North Michigan Avenue

Chicago, Illinois

Good-for-nothing corner goes to work... with a "MODERNFOLD" DOOR!





YESTERDAY, a useless corner . . . because the old door swung into it! Today, the corner's free for writing letters, planning budgets, phoning friends . . . all because of a new "Modernfold" accordion-type door.

You can have more space all over the house. "Modernfold" doors make waste floor and wall space usable for placing furniture . . . hanging pictures.

And don't forget large "Modernfold" doors create extra rooms. They're *movable walls* that make one large bedroom serve as two . . . divide living and dining areas . . . create a sewing room, study or nursery. When you fold "Modernfold" doors to the wall, the two rooms become one again.

Remember, "Modernfold" doors last for years and years. They have a rigid steel frame plus a sturdy covering of flame-resistant vinyl that will not chip, crack or fade. This beautiful covering washes easily with soap and water, and comes in a wide variety of decorator's colors.

Get full details on "Modernfold" doors today, including the low price. Just look under "doors" in your classified phone book for the name of our installing distributor . . . or mail the coupon.

COPYRIGHTED NEW CASTLE PRODUCTS, 1951



the doors that fold like an accordion

modernfold DOORS

by NEW CASTLE

NEW CASTLE PRODUCTS
New Castle, Ind.
In Canada:
Modernfold Door Company of Canada, Limited, Montreal

SOLD AND SERVICED NATIONALLY

New Castle Products
Box No. 728
New Castle, Indiana

[ ] I'd like to know about "Modernfold" door advantages for my home. Please send me your residential folder.

Name.....

Address.....

City.....County.....State.....

FOR *fashionable* BEDROOMS
AT MODERATE COST...

Fashion Trend®

BY JOHNSON-CARPER



This is Fashion Trend in Ivory Sonora. All Fashion Trend offers a choice of Hollywood or panelfoot beds, twin or double, and vanity, dresser or double dresser.

Fashion Trend looks much more expensive than it actually is. The designs are fresh and pleasingly correct, and quality is apparent in beautiful woods, exclusive hardwares, gleaming finishes and many other seen and unseen features. Yet Fashion Trend, which graces many thousands of lovely homes, is priced exactingly for moderate incomes. Please see Fashion Trend at your retail store. It's sold by thousands of dealers from coast to coast — *for people with limited budgets and unlimited good taste.*



Write for Jean Watt's authoritative booklet, "*Here's How . . . To Interior Decorating*". Please enclose 25¢ to cover partially costs of printing and mailing. Address Dept. HB-51, Johnson-Carper Furniture Co. Inc., Roanoke, Va.



Fashion Trend in Cocoa Brown Walnut. You can create many interesting groupings with this versatile, arrangeable furniture.



Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN
REPLACEMENT OR REFUND OF MONEY

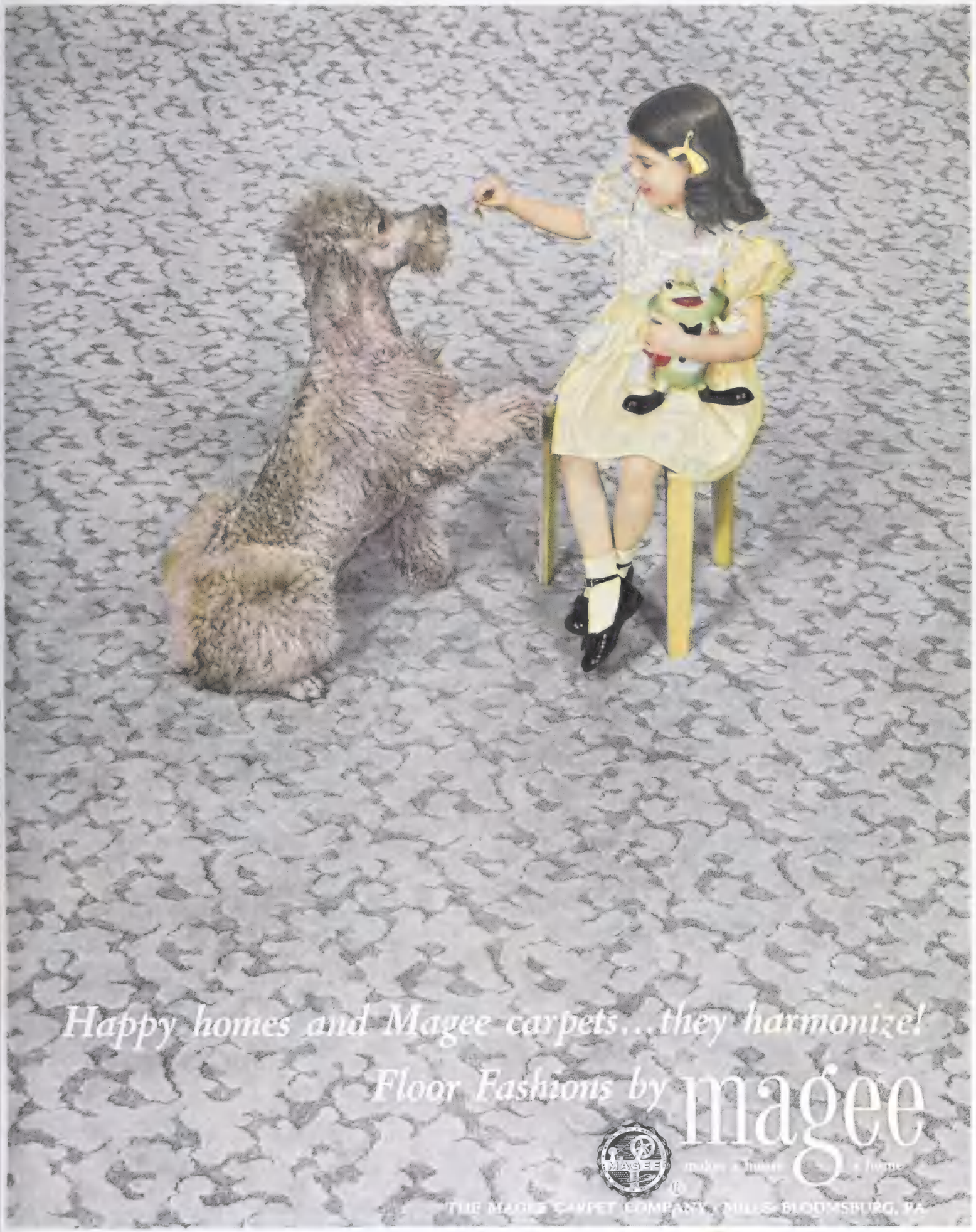
All Fashion Trend is designed by Edmond J. Spence, Inc., of America's top designers of distinctively charming furniture.

FASHION TREND IS SEEN IN—

Better Homes and Gardens · Living for Young Homemakers
House & Garden · Guide for the Bride
House Beautiful · Good Housekeeping

The grouping above is the new Fashion Trend *Tawn Sonora*. Note the distinctive *Trellisette* base and the rich-looking *Epaulet* drawer pulls. The headboard bookcase, with frosted glass sliding panel, is optional in all suites. All mirrors are polished plate glass, wide, clear and beautifully beveled. The vanity bench (not shown) is cushioned in bonded foam rubber. Complete suites offer a variety of pieces.

JOHNSON-CARPER FURNITURE COMPANY, INC., ROANOKE, VIRGINIA



This is "MERIDIAN"... an exciting new blend . . . one of Magee's famous carpets-of-tomorrow. Available now in Gull Grey (shown here), Sand Beige, Balsam Green, Legend Rose. 27 inch, 9 and 12 foot widths.



Sealy

petal smooth Sealy

Now you can "lay you down to sleep" on the uncluttered sleekness of the world's most modern mattress...the superb Sealy Tuftless Mattress!...the buttonless, bumpless, tuftless triumph designed by Sealy for truly serene sleeping. You'll stretch out on a resiliently firm mattress whose top is soothingly *smooth*...forever free of dust-catching, sleep-stealing buttons and tufts. Remember, there's only one thing better than *buying* a Sealy Tuftless Mattress...and that's *sleeping* on it!





Sealy

666 LAKE SHORE DRIVE, CHICAGO

FACTORIES IN PRINCIPAL CITIES

Accompanied by
10 YEAR
Registered
GUARANTEE

Window Shopping

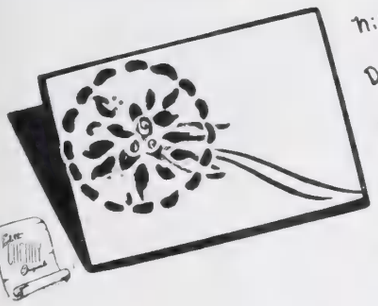
CONTINUED FROM PAGE 68

TAKE A SEAT on this gossip chair and on goes the light for you to write telephone messages, look up numbers. Made of mahogany veneer in blond or dark finish. The chair is covered with washable red, yellow, or blue Duran plastic. The attached table has ample room for the directory, classified, and your personal book. 28" high over all. $19.95 exp. coll. from Schaffer Gift House, 246 Morris Ave., Springfield, New Jersey.



THE ROYAL DOULTON FAMILY has a new and pretty member it is very proud of. Her name is Vivienne. And whether you're a serious collector or just a lover of beautiful figurines, you'll want to own her. True in every detail to the fine traditions of Royal Doulton, she stands 8" high, costs $33.50 plus 50¢ postage. You can order her from Findlay Galleries, 320 S. Michigan Ave., Chicago, Ill.





Mile Running Studio
Forest Lake, Minnesota

Dear Sir
Please send me another box of miniature sachets. They are so pretty, so fragrant and so useful; not only as sachets, but also as gift enclosures, place cards and party favors! Wonderful as gifts!!
Enclosed is $1.00 for a box of 12 — assorted pastel colors
Yours truly,

YOUR TERRY

Butterfly Robe



For home or at the beach! This wonderful dry-off coat in thick, absorbent Turkish Toweling! Two enormous "Carry All" pockets. Flatters while it pampers—and so easy to slide into . . . just button the elasticized waist and there you are! White only. S.M.L., monogram in Red, Blue or Green.

Three-quarter length *(illustrated)* **$6.95**

Wrist length *(not illustrated)* **$6.25**

Monogram on either robe, add 70c

Add 30c Parcel Post and Insurance

Franklin-Bayer
The Linen Shop, Inc.

630 N. MICHIGAN AVE., CHICAGO 11, ILL.



Make lots of
PERFECT PARTY CANAPES
in a jiffy! only $1

Everyone loves these three delicious, wonderfully economical Sell's Pâtés – that's why smart New Yorkers have served and happily gobbled up millions of tins in the past few years! Serve straight, or add chopped nuts, pickles, capers, sherry, mayonnaise, etc., for endless variety.

$1 Party Package includes three 4½ oz. tins: One each of famous Sell's Liver Pâté, delectable Sell's Minced Chicken Pâté and newest sensation, Sell's Deviled Ham Pâté. With FREE FOLDER of party canapé recipes.

Price includes postage inside U. S. No C.O.D.'s

ANNE SHARKEY
Dept. B, 8 West 57th Street, New York 19, N. Y.

NOW! Wash Delicate Lingerie, Nylons, etc.

— IN YOUR WASHING MACHINE!



Now you can safely launder even the most delicate washables in your washing machine —with Mrs. Damar's Softi-Bag! Just hang as laundry bags—one for handkerchiefs, one for lingerie, etc. When filled, snap rustproof grippers shut, toss into washer—*and that's that!* This fine cotton mesh bag prevents small articles from tearing or tangling in your machine . . . eliminates sorting and hand washing. Price—only $1.69 each, 2 for $3.25.



NO MORE TEARS WHEN CHOPPING ONIONS!

Simply place whole peeled onions into Mrs. Damar's Onion Chopper—and weep no more! Onions, or any other vegetables chop down to any degree of fineness. Aluminum and stainless steel mechanism—very easy to clean. Complete with 14-oz. glass graded into cup measurements and wooden chopping block. Only $1.00.

Send cash, check or money order and items shipped postpaid. Or, sent C.O.D., plus postage. 10-day money-back guarantee. Order NOW.

MRS. DAMAR, Dept. SC43, 22 Treat Place, Newark 2, N. J.



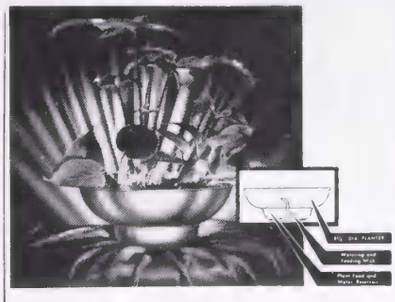
HAPPY BRIDE DANCES TO "WEDDING MARCH"

Bride doll dances and turns in time to Swiss music box melody of Lohengrin's "Wedding March". Made of fine China. Dressed in satin and lace. Protected by unbreakable plastic dome. Height 6". The "bride-to-be" will cherish your distinctive shower or wedding gift through the years. Order now. Only $10.95 postpaid!

ANNIVERSARY GIFT: Beautiful doll dressed in pastel shades. Dances to "Blue Danube", "Anniversary" or other waltz tune. $10.95 ppd.

(All types of music boxes repaired, bought & sold)

BORNAND MUSIC BOX CO.
139 4th Ave., Pelham 65, N. Y.



New* SELF-WATERING *Planter

Just like nature . . . the new **Drink-Up Planter** grows your favorite plants indoors . . . automatically feeding water and plant food to the roots; never too little . . . never too much. The fiber-glass wick scientifically controls moisture content. **Everyone** can now grow plants **indoors** . . . African Violets, Begonia, Ivy, etc. Decorative 2-piece metallic bronze plastic planter, watering and feeding wick, simple directions. Only 1.69 postpaid. FREE one year's supply of plant food with each **Drink-Up Planter!** No C.O.D.'s. Money back guarantee. Catalog on request. Dept. 501

Exclusively yours!... **Walter Thomas**
716 WILSHIRE BLVD. • SANTA MONICA, CALIF.

REPLATE YOUR SILVER *with a cloth!*

Amazing new "Wonder Silver Plate" INSTANTLY resilvers worn areas on old Sheffield and similar silver-on-copper ware. Like silver in liquid form. APPLY WITH CLOTH. Won't wash or peel off.

Contains no cyanide or mercury or harsh abrasives

GUARANTEED AS ADVERTISED OR REFUND!

Deposits coating of genuine silver on copper, bronze, nickel-silver or chrome-plated brass. (Not for other metals). Has saved thousands of users costly replating bills. Do your own silver-plating. You will say "It's a miracle!"

Long Lasting 8 oz. Bottle for $2.49.



SPECIAL LIMITED OFFER— 2 FOR $4.50

Buy with your friends and save. Application cloths included.

new low price $2.49 POSTPAID

We pay postage on checks or M. O. (C.O.D.'s accepted.) West of Miss. add 25¢ for postage

ORANGE MFG. CO. DEPT. HB-5. 545 Fifth Avenue, New York

Fine Bavarian China by Mail!

Importer's Stock Defies Comparison!

Now you can own the finest of Imported Bavarian China for only $4.95 a complete 5-piece place setting!



Royal Castle China—in the famed violet pattern of the Bavarian Alps—whose delicate loveliness served and graced the finest tables abroad is now available—on open stock—to All America. This beautiful pattern—the touch of baroque—in snow white translucency with the strength of really fine china is now yours at a price every American home can afford. Only $9.90 a unit of *two* place settings (2 each of dinner plate, salad plate, butter plate, teacup and saucer).

Take advantage of this opportunity to build a truly fine set of china at your convenience. Mail your order today.

And remember—complete satisfaction or your money back if requested within 10 days. Send check or money order for $9.90 per unit (sold only in units of 8 place settings) plus $1.00 to cover shipping charges per unit. No C.O.D.

ROYAL CASTLE CHINA CORPORATION
Box 183, Madison Square Station, New York 10, N. Y. Dept. B



Window



BRIDE AND GROO
DRESSER. A double bure made of mellow pine with a hai rubbed finish, is a decorat space saver for a new Mr. a Mrs. Of course, if the bride trousseau top-heavy, she may cide to use all eight drawers herself! 53¾" wide. 20½" dee 34⅝" high. $218. Mirror matching pine frame. 31" x 45 $55. F.O.B. John J. Brady. 154 Mack Ave., Detroit, Mich.



BAR NONE. this is the han somest set of bar tools we've com across. Give them to your ne son-in-law as a wedding prese and you'll be the kind of mothe in-law a man dreams about. Th set, impressively boxed, include mixing spoon, heavy muddler, ic pick, double jigger, corkscrew bottle opener, and ice tongs. Mad of sterling silver, the price is $13 incl. tax. Ppd. Cartier, 653 Fifth Ave., New York 22, N. Y.

PRESERVE YOUR POSSESSIONS WITH OKURA



ONE OF THE GREAT DISCOVERIES OF ALL TIME!

NOT A VARNISH . . . NOT PLASTIC PAINT . . . IT'S LIQUID RUBBER

It's simply amazing what this sensational new finish will do for practically anything! Gives kitchen and bathroom floors transparent, glass-like finish that is NOT SLIPPERY. Gives old leather new beauty . . . fills cracks yet does not make articles stiff. Protects metals against rust and tarnish (not recommended for plastic or asphalt tile.) Lasts indefinitely. Order several cans today!

- GIVES NEW LIFE TO LEATHER & LINOLEUM
- PROTECTS METAL FROM RUST & TARNISH
- PROTECTS CEMENT FLOORS & WALLS AGAINST DAMP
- GIVES TRANSPARENT, GLASS-LIKE NON-SLIP FINISH
- UNAFFECTED BY HOT WATER, ALCOHOL, ACID

Half pint, enough for average bathroom . . $1.10 PPD.

SATISFACTION GUARANTEED

SPOTLESS COMPANY
1117-G N. DEARBORN - CHICAGO 10, ILLINOIS

BOON TO MOTHERS

A DIAPER HAMPER



created with a complete understanding of baby's nonchalant disregard for self-control. Made of metal with hospital white enamel finish on outside, aluminum rust-resistant coating inside. Has colorful nursery design and holds more than 80 diapers.

Deodorant cup in lid neutralizes offending odors. Hamper is 10" by 10" by 26" high. Complete with removable plastic liner-bag and a year's supply of deodorant.

When baby grows older it's wonderful to hold soiled clothes.

$7.95
add 50c for shipping

May Birn
Dept. B
Box 26 Mt. Vernon, N. Y.

HIDE-A-WAY DISAPPEARING STAIRWAY



Makes It Easy to Reach Your Attic

Safe . . . sturdily built. Stairway folds compactly when not in use. One size fits any ceiling from 7' to 9'. Comes completely assembled—ready for easy installation. Instructions included.

42.75

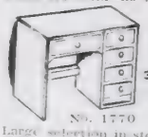
Send CHECK, MONEY ORDER or C.O.D. All Mdse. F.O.B. Newark. UNCONDITIONALLY GUARANTEED. Shipment within 48 hrs. on all mdse.

N. J.'s Largest Ladder Mail Order Co.

AMERICAN LADDER COMPANY, INC.
Dept. B-3 584 SPRINGFIELD AVE., NEWARK 3, N. J.

UNPAINTED FURNITURE

Made of finest knotty pine with sturdy frames as blind dadoing, mortised backs, round edges and corners sanded and all tops and drawer sides solid—no veneers.



KNOTTY PINE
DESK
30x33x18¼"
17.00
No. 1770

Large selection in stock includes: Wall cabinets, bookcases, credenzas, tables, etc.

FREE! 8 page illustrated catalog showing complete line of: Unpainted Furniture Aluminum & Wooden Ladders

Imagine "VELVET IN CANS", less than 2¢ per sq. ft.
Spectacular new one-coat PAVInoleum*

FLUID VELVET



Pure oil paint for interior walls and ceilings over plaster, wallpaper, calcimine, brick, concrete, wood, metal, painted or unpainted surfaces. Easy to apply, flows on like cream, levels out perfectly, leaves no brush marks. Dries quickly to beautifully smooth velvet flat finish. Washable. Non-fading. Intermixable. Guaranteed. Highly durable, deodorized. Economical: one gallon covers 400 to 500 sq. ft. Ready to use. Send $2.75 for trial quart or $6.95 for gal. . . silver green, medium blue, light cream, blue-green, ivory, pale green, lt. blue, pale yellow, peach, rose pink, dk. green, white.

Send $4.25 for trial quart or $8.95 for gal. gallon of modern deep tones: burgundy, deep blue, bright yellow, deep brown, deep green, vermilion red, black, and mixing white.

Send $9.45 for gal. gallon of harmonizing or contrasting custom shades; send your color sample, we match closely. rugs, wallpaper, furniture, draperies, etc.: ready to use.

*T.M. Reg. U. S. Pat. Off.

PAVINOLEUM, Inc., Dept. HB 5, 1239 St. Nicholas Ave., New York 32, N. Y.



A NEW FREEDOM... NO MORE CLEANING TOILET BOWLS...

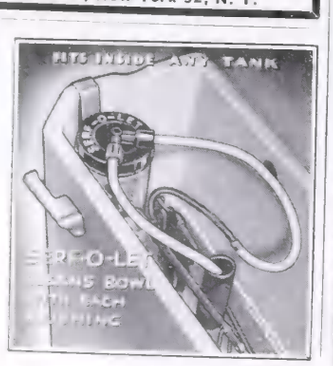
SERF-o-LET'S STERILIZING ACTION REMOVES ALL STAINS, SLIME AND ODORS

Serf-O-Let cleans itself each flushing automatically. Each flushing activates the Serf-O-Let. No gimmicks required to install. Harmless to metal, bowls, pipes, humans. Yes, it's safe to use with Septic Tanks. One bag of chemicals lasts six months. Refills 75¢ each. Complete Serf-O-Let includes one bag of chemicals, $3.75 post paid.

(ALL 50 states West of the Rockies.)

Satisfaction or money refunded. Check or Money Order. No COD's please.

KINNARD, INC., 8 QUARRY RD., LITTLE FALLS, N. J.



PREVENT Dog Damage

to Evergreens, Shrubs, Flowers, Vegetables, etc.



Amazing **Liquid Chaperone** keeps dogs, rabbits, etc. away from gardens, garbage pails. Easy to use—just spray on. Works like magic. You don't smell it—dogs can't stand it and keep their distance.

Harmless to you, your pets and your plants. Economical, won't wash off. A little goes a long way. 8-oz. bottle **Liquid Chaperone**, only **$1.** For Bigger Savings: Qt. **$3.**—Gal. **$8.**

Keep Dogs Off Furniture

To keep dogs off chairs, etc., use **Powder Chaperone**, also **$1.**

Chaperone Dog Cleaning Powder

It cleans better than water. Easier on you and your dog. Big shaker package **only $1.**

Same terms and Money-Back Guarantee on all 3 of these products.



SEND NO MONEY
Order **Liquid Chaperone $1** C.O.D. plus postage (or send $1 bill at our risk and we will pay postage).

Sudbury Laboratory, Box 643, S. Sudbury, Mass.

LIQUID Chaperone



Amazing results guaranteed!

RE-PLATE worn Silver in just FIVE MINUTES!

New plating solution is applied with a cloth—instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE" the new silver-plating liquid is made from pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating: gives worn silverware that **"brand-new"** look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle, **$4.** Economy 8 oz. size, **$7.** Magic tarnish-preventing bag free with **$7** size.

MARKET-COMBERS
Box 3282, Atlanta, Georgia (Station F-5)

Shopping



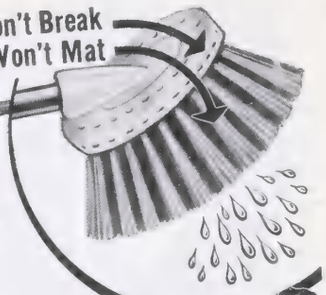
THIS IS ORLON. Like nylon, it is quick drying, non-shrinking, requires very little ironing, etc. But the big new feature about Orlon is that it's guaranteed *sun-resistant*. And what could be more wonderful for curtains! In a soft ivory shade, they're an extra wide 100″ with 6″ ruffles. 63″ length is $15; 72″, $17; 81″, $19; 90″, $21; 90″ x 188″ double width, $38. Ppd. Colten's, 1351 Beacon St., Brookline, Mass.



LAZIMAT FOR A LAZY-BONES who likes to take her sun in a horizontal position, is comfortably padded with cotton felt, and folds up into a compact carrying bundle. The coated fabric, solid on one side, patterned on the other, is unharmed by sand or grass. Inside, it's a fine exercise mat with attached pillow. 22″ x 70″, $10.75. No c.o.d.'s. The Josselyn, Box 147, Dedham, Mass.



NEW Tenite Brush Head—Won't Break
Durostyrene Bristles—Won't Mat



De Luxe "Wonder Wand" CAR and HOME WASHER

Greatest Fountain Brush value ever!

Put car wash money back in your pocket! Simply attach new 1951 "Wonder Wand" to garden hose and flush away grime in 12 minutes in your Sunday best. It pays for itself in a few washings! Amazingly improved — has every wanted feature: colorful Eastman Tenite brush head a hammer can't break; 4 ft. handle of featherlite aluminum alloy; and big soft fountain brush of magic Durostyrene bristles (won't shed or mat). Gently scrubs, soaks, rinses as it cleans. Also for windows, porches, walls, boats, etc. Exclusive with Breck's by mail. Order today — stock is understandably limited. Order No. G265.



$4.95

MONEY BACK BY AIRMAIL if you don't say it's the best car washer buy on the market!

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1818

ORDER BY MAIL • POSTPAID & GUARANTEED
196 Breck Bldg., BOSTON 10, Mass.



THE CHERUB TRIPLETS

each holding a birthday candle are the newest members of our family of

ANGEL CANDLE HOLDERS

Set of three—**$2.00** ppd.

Specify white, pink or blue candle.

PUNCH & JUDY
8 Fairmount Ave., Chatham, New Jersey

NOW YOU CAN HICKORY-SMOKE

Steaks, Chops, Fowl
Right At Home As You Broil

Yes, a full-bodied, unmistakable, old-fashioned Hickory-Smoked flavor—cooked right into meats and fowl in minutes as you charcoal-broil!

A couple of "Carya" Smokin' Hickory Wood Disks dropped on bed of charcoal fire—and "Oo-la-la!"—succulent, mouth-watering flavor only "Carya" embers can impart.

"Carya" Hickory Disks are real (not synthetic), hard-to-get "Smokin'" Hickory wood—specially selected young trees cut into handy disks with natural bark intact—aged exactly to full flavor-giving perfection. "Carya" does what no imitation, no hickory salt or sawdust can ever do!

Intrigue and pleasantly surprise your guests—with "Carya"! Enough for 10 to 15 barbecues, $2.95; 3 bags, $7.95; 6 bags, $14.95 postage prepaid. (Trial bag, $1.00) Easy directions included. Lip-smacking thrill money-back guaranteed. Makes an unusual yet inexpensive gift—and ■ welcome one—especially for men who like puttering around ■ barbecue! Check or money order acceptable.

CARYA HICKORY INDUSTRIES
117 Briar Brae Road, Stamford, Conn.

Sterling Silver TABLE ACCESSORIES



Incredibly low priced, with amazing value . . . distinctive Sterling Silver Table Accessories that every hostess will be proud to own! Exquisite, hand-wrought treasures of a lifetime that remain forever useful—forever beautiful. Purchase them for your own charming table drama—as a wonderful shower gift—or unique bridge prize. And so inexpensive!

- Demi-Tasse Spoons
- Bon-Bon Shovels
- Sugar Tongs
- Butter Forks
- Crystal glass salt dish with sterling spoon. 6 Spoons for $7 ppd.

$1.25 ea. ppd. (Fed. Tax included)
Money-Back Guarantee. *Send Check or Money Order*

Roberts MERCANTILE CO.
28 BOOTH ST., HEMPSTEAD, N. Y.

RENEW YOUR RUGS

Amazing New Dye—Just Brush On Rug—Right On The Floor!



"Just like magic," the amazing new dye RUGADUB changes or restores the color of your rugs. Just brush on. Let dry overnight—"presto", your rug looks like "new" in the morning. Can be applied to any wool rug. Colors rug evenly including worn areas. Dyes ■ 9 x 12 rug.

Conceals Most Spots and Stains

Use on solid, mixed or figured rugs. Five Rugadub colors: Deep Hedge Green, Emerald Green, Midnight Blue, Maroon and Tobacco Brown. Complete Rugadub Kit includes mixing tray, brush, measuring cup and easy-to-understand directions. ONLY $3.95. Hurry—Order NOW!

Money Back Guarantee



Just send $3.95 (check or M.O.) with name and address or order C.O.D. and you pay postage. Specify color. Money back either way if not delighted.

The CHAIR-LOC Co.
Dept. B-5, Freeport, New York



LEATHER "JIFFY-JOT" with Magnetic Pencil

The **"Jiffy-Jot"** adds a touch of elegance to your desk or phone table. Beautiful leather case—in your choice of Pepper Green, Chestnut, Cherry Red or Burgundy. Dramatic border stitching. Silk lining. FREE—**Your monogram in gold letters.** Magnetic Pencil to match color of case (Mechanical pencil has eraser). Long-lasting, 300-page pad. Send initials with order.

3¼″ x 3¾″ ... 1.75 — 4″ x 4¾″ ... 2.95
Pad Refill ... .39 — Pad Refill ... .49

Send Check or Money Order Today

Whims Department L
749 EUCLID AVE.
SYRACUSE 10, N. Y.



BOUNTZEE BOOTZ

One whole inch of foam rubber sole to give yo the lift of your life! You'll b-o-u-n-c-e through you housework . . . to the shower . . . all over town Choose (1) faded blue denim with red, white blue trim; (2) white terrycloth with red or na trim; (3) a solid shade of red, brown, green, yello or blue desert cloth. Terry and desert styles a terrycloth lined. Sizes: small, medium or large

$3.75 postpaid

(No C.O.D.'s, please)

FERN WHITE
3600 Magnolia Blvd. Burbank 4, Ca



• RIGID FOR SAFETY
• ADJUSTS AUTOMATICALLY

$6.95 EACH POSTPAID

Youth-Guard FOR YOUR CHILD'S SAFETY

Complete protection for your child in any reg size wood bed. Instantly adjustable, no needed to install YOUTHGUARD. Clicks clicks off. Beautiful hand-rubbed furniture fi YOUTHGUARD fits any wood bed. Special attachment for Hollywood style beds, $ Maple or waxed birch finish, other finishe special order. P

Per

THE VANDALIA CO.
558 VANDALIA STREET, ST. PAUL 4, M





CLOTHES MARKER

Easy to use NEW Cartridge Marker. No messy filling—not an ordinary pen. Contains fast-color ink. Personalize garments, laundry, etc.; identify double from single sheets; date-mark linens. Use on wool, cotton, rayon, leather, etc. Won't blot, smudge, bleed or feather. LABORATORY TESTED . . . resists repeated laundering, cleaning, sun wear. Eliminates tapes. With extra Cartridge, $1.50

Additional Cartridges, 3 for $1.00

Quick Sealing VACUUM LIDS Keep Food Fresh



Use these vacuum covers on jars, glasses and cans for safe storage of foods in refrigerator, freezer or pantry. 2 sizes fit practically all containers. Made of special type plastics, easy to use, clean and re-use. Simple instructions included. Set consists of 8 Lids, 4 each of 2 sizes.

Complete set, $1.25 Two sets, $2.30

No C. O. D.'s please. Satisfaction Guaranteed.

LRON 156 W. Chicago Ave. Dept. AR-20. Chicago 10, Ill.

BEAUTIFY AND PROTECT REDWOOD



Even long-lasting Redwood needs surface protection. Protect and preserve the natural beauty of Redwood with Liquid Raw-Hide Redwood Finish-Clear. Easily brushed or sprayed on. Indoors or Out. Complete "Redwood Finishing" booklet with every order. $1.65 Qt., $4.65 Gal. Prepaid. Guaranteed. Thousands of satisfied users.

LINSEED OIL PRODUCTS
351E DEL MONTE STREET
PASADENA 3, CALIFORNIA

HOW TO TRAIN YOUR DOG



DOES YOUR DOG PULL WHEN ON THE LEAD?
DOES HE COME AND SIT WHEN TOLD?
DOES HE DO THINGS A WELL TRAINED DOG SHOULD NOT DO?

CANINE LEAGUE Correspondence Course prepared by English trainers, teaches you to train your dog in obedience AT HOME—in seven simple lessons. Individual supervision of each lesson as course progresses concerning YOUR DOG. Not just another book! No previous experience necessary—it's easy and it's fun in your leisure time.

Exclusive and Postpaid..... $7.50

Write for free booklet describing course.

MAIL THIS COUPON TODAY

The League of America,
Fifth Avenue, New York 1, N. Y.

Enroll me as a student in CANINE LEAGUE training course. I enclose $7.50, total cost of course, including FREE GIFT of the AL DOG use, a complete dog owner's guide.

Mrs. Miss .....
.....
.....
..... Zone..... State .....
Dog ..... Name .....



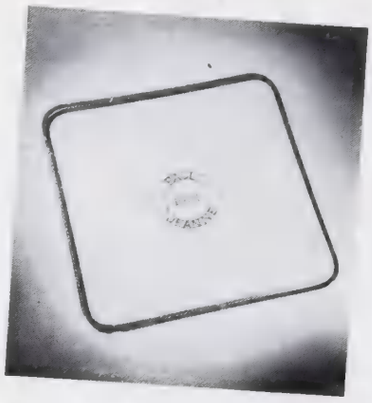
Mayan Idol 4-Pc. Cigarette Set only $2.95

Our very best seller now expertly improved in higher quality, appearance and new colors. This smart set, inspired by the ancient art pottery of the Mayans, now comes in EARTHY RED, MAYAN GREEN, GUATEMALA GRAY or MEXICAN TURQUOISE, please specify. Ten of NOW IN FOUR ANCIENT MAYAN COLOR CHOICES PRICES: Ashtray, spun copper, $2.95 ppd. 6-pc. Set (4 Trays, Only $2.95 ppd. Money back guarantee. FREE 24-Page Catalog of Fine Gifts with Orders. Use 10¢ for postage.

HOUSE OF CHARM
On the Road to Palm Springs
Austin Gyde Van Hove, Prop.
3435½ East 8th St., Dept. 6, Riverside, Calif.



Window



REMEMBER THEIR ANNIVERSARY with this crystal tray that may be marked with the couple's names, the date, and silver bells. Or you might order one as a wedding plate for the June bride and groom, a commemorative gift for an office anniversary. Lettering and borders are in tarnish-proof sterling silver. 12" square. $15 incl. tax and post. 2 wks. deliv. Holiday House, Upper Montclair, N. J.



A CENTURY AGO the original of this table held a tea tray while ladies of fashion gossiped about prices at the village draper's. Today it is more likely to hold a cocktail tray, and the talk may be of more troublesome things, but the mood it creates is still serene. Made of solid cherry with glass top and spool-turned columns, it's 28" wide, 18" high. $44.85 ppd. Carl Forslund, 122 Fulton, Grand Rapids 2, Mich.



NEW TWO-TIMER FOR TOTS

Sturdy combination child's bathroom training step stool, play chair, step up-to-bed.

- Flip back rest down and junior can step-up.
- Child can easily take it from room to room.
- You'll love decorating it yourself.
- Made of clear western ponderosa pine.
- Easily assembled with only a hammer.
- Cost only $2.98 PPD. Sorry no COD's.

HUBBARD *House* DEPT. HB-5
108 E. Hubbard St., Chicago 11, Illinois

NEW!
Trash Disposal Unit
Burns Refuse Safely



■ A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to

ALSTO COMPANY
Dept. HB-5
Cleveland 1, Ohio



Oh, So Useful!

"Fro-Juice" Shaker Set

Everybody needs this handy set. Gives frozen juices a fresher taste; ideal for milk shakes, too. Leak-less; holds 2 quarts; serve at table or store in refrigerator. So easy to measure—pour in concentrate to mark, fill with water, and shake. Hand painted floral design on orange color plastic. Wonderful Mother's Day gift.

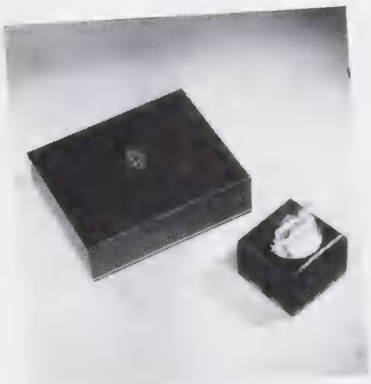
Complete set, postpaid **$2**

BROOKS BAR CORNER
"Gifts and Gadgets Galore"
30 E. Baltimore St. Baltimore 2, Md.
Write for Our New Free Catalog!

Shopping



SMOKER'S CHOICE for his ...e desk is this handsome ...ther-covered cigarette set. It ...rs a good-looking, gold-...mped monogram and we rec-...mend it without reservation for ...ther's Day. It comes in green, ...own, red, wine, and ivory, and ...r a lady's dressing table in ...ght blue or pink. Evans lighter, ...3; cigarette box, $8. Add 50¢ ...ost. Exclusively from Plummer, ...td., 734 Fifth Ave., New York.



A BED OF ROSES can be ...ours with these percale Glamor ...heets and pillowcases. They're ...printed with pink roses that you ...an actually smell—when you ...scent them with Prince Matcha-...belli's Potpourri Bath Oil, in-...cluded with set. A few drops in the rinse water of the sheets does the trick. Twin-bed set, 2 sheets and 2 cases, $16.95; double-bed set, 1 sheet and 2 cases, $11.95. Marshall Field, Chicago, Ill.



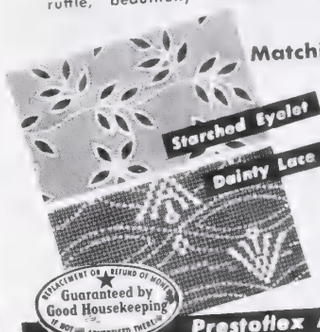
Functional BEDROOM BEAUTY



NEW and MODERN

Refreshment for your bedrooms . . . luxurious matching drapes and bedspreads in wonderful wipe-clean PRESTOFLEX that looks like delicate fabric, yet gives years of service. Deep 4-inch ruffle, beautifully tailored.

BEDSPREADS • Single or Double **3.95** Post Paid



Matching DRAPES • 80"x90" with tieback, complete **2.95** Pr.

MONEY BACK GUARANTEE—Prestoflex will not stain or crack, wipes clean instantly! State choice of pattern in White, Blended Blue, Soft Green or Shell Pink.

Boyle Products • Rayle, Georgia

☐ Money encl. ☐ C.O.D. plus postage chg.

Please send ____ pr. Drapes at 2.95

____ Bedspreads at 3.95 (Pattern & Color) ____

Name ____

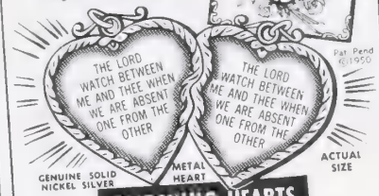
Address ____

Prestoflex Approved by GOOD HOUSEKEEPING

SEND YOUR HEART to your loved one



Your first name
Engraved on *His* heart
His first name
Engraved on *Your* heart



MATCHING HEARTS

You keep one heart, send the Matching Heart, still mounted on a beautiful six color greeting card, to the one you love. Your first name engraved on his heart . . . his name engraved on your heart.

Inscription on hearts has been used through the ages as a message of devotion between lovers who are apart.

Nickel Silver Hearts with ring for chain—engraved with first names $3.50

Red Plastic Hearts—Inscription in Gold ..... no names engraved $1.00

You'll be a little closer, when your loved one holds your Matching Heart Your name on his; his name on yours

mary bill

BOPPART'S

1226 MAIN DEPT. L-5 KANSAS CITY, MO

Send check, cash or M.O. No C.O.D.'s Please

Immediate Delivery Prepaid

CUTS 24 PERFECT "FRENCH FRIES" IN ONE STROKE



SOLD BY MAIL ONLY

A real work saver! Just insert whole potato, press handle, *presto!*—you have 24 French Fries! Mrs. Damar's Food Cutter is wonderful for dicing other foods and salads, too. Made exclusively for us in rust-proof, plated steel—easy to clean, safe to use. Price, only $2.98, plus 25¢ extra for postage.

HERE'S ANOTHER HELPFUL KITCHEN AID!

FRENCH CHEF'S GARLIC PRESS



Gives ALL-OVER Garlic Flavor!

No more garlic lumps, slices, "hot" areas in foods! Just press this durable aluminum Press—and garlic cloves are converted into creamy *paste* that *blends* into recipe! And Mrs. Damar's Garlic Press is ideal for crushing fresh mint, parsley, onions, allspice, etc. Only $1.98, ppd. Send check, cash, money order—or items shipped C.O.D. at prices indicated plus postage. 10-day money-back guarantee. Order NOW.

MRS. DAMAR

Dept. SC-36, 22 Treat Place, Newark 2, N. J.

Luxurious Broadloom Carpet

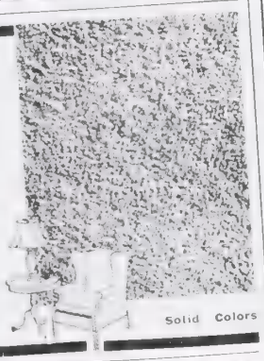
NEW : BEAUTIFUL

of cushiony cotton, deeply piled and backed with tough non-skid Latex. Can be cut to fit any space; needs no binding; impervious to moths. Shown in leading magazines. Choice of newest decorator colors.

RED • GRAY • CHARTREUSE • BEIGE
BLUE • DUSTY ROSE • HUNTER GREEN

Sizes		Sizes	
3'x6'	19.95	9'x18'	179.95
4'x6'	29.95	12'x15'	199.95
6'x12'	79.95	12'x18'	239.95
9'x12'	119.95	12'x21'	279.95
9'x15'	149.95	12'x24'	319.95

Prices of other special sizes on request. Write for sample in your color choice. Free delivery anywhere in U.S. Send check or money order. No C.O.D.'s. Satisfaction guaranteed.



Solid Colors

TREMONT RUG CO. Room 922, 18 Tremont St. Boston, Mass.



HANDS NEVER TOUCH WATER WITH THE NEW

"TWISTO" MOP WRINGER

Just twist the mop handle slightly and press downward. Presto! Your mop is wrung and cleaned. So quick. So easy. Use as strong a soap or disinfectant as you wish. Your hands never touch the mop. Used by thousands of homemakers, the new Twisto Mop Wringer snaps on any standard 10- 12- or 14-quart bucket, leaving ample room for wetting the mop. Made of aluminum and steel to last a lifetime. Your money promptly refunded if you don't agree that your Twisto is worth many times its small cost in easier, quicker and cleaner mopping. Order now. They're going fast. ..... $2.95 Post Paid

BROCK & COMPANY Box 96-A, Station E Atlanta, Georgia



SPECIAL INTRODUCTORY OFFER!

To get new customers we offer these enchanting lustrous

Personalized

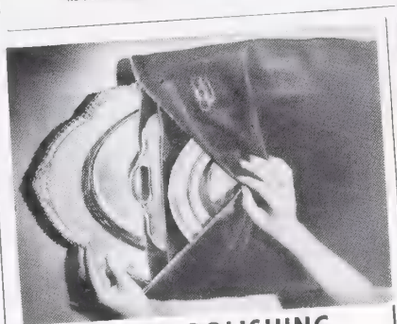
Salt & Pepper Sets

ONLY 50¢

Your first names beautifully hand-painted on these jolly figures of colorful china. Her name on Mammy's apron; his on the Chef's. You'll love them! Pour cards from heads. They're darling! Not more than 2 sets to each customer. Each set can be personalized differently, if you desire, so you can give one away. 25¢ a gift. Add 15¢ to each set ordered for postage and handling. No C.O.D.'s please.

GREAT AMERICAN SALES CO.,

529 So. LaSalle St., Dept. 43, Chicago 5, Ill.



SILVER POLISHING IS UNNECESSARY

Store your silver in nationally advertised Pacific Silver Cloth the miracle cloth that **prevents all tarnish.** Silver stays shiny bright for weeks or even months . . . always ready for **instant** use. Eliminates messy cleaning. Zipper closed bag shown stores three large trays free from tarnish and scratching in **separate** compartments (exclusive feature). 20"x30"—$5.50; 16"x21"—$3.85; 16"x20"—$3.45, all postpaid. Silver cloth for lining drawers (31" wide) $2.50 yd. Lifetime tarnish-free service guaranteed. Write for free catalog showing silver storage bags for every use from 70c. California residents add 3% sales tax.

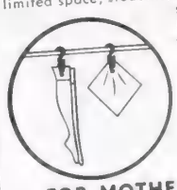
California Ways

132 N. B. St., San Mateo, Calif. Dept. HB



•DOT'S... stocking DRYERS Pat.

The handiest hangers ever for women living i limited space, students, travelers and tourists. Kee stockings, lingerie, baby things safe from dust, rus snagging, falling.



Transparent plastic in jew tones, with sturdy grip a flexible hook to fit ov shower or towel rods, pu man curtain rods, or in a for maps, hats, garmen A perfect gift.

FOR MOTHER'S DAY AND VACATION

Box of **6** assorted colors or clear Money back guarantee.

$1

ESSENTIAL GIFTS, Dept. H2
3500 Griffith Park Blvd., Los Angeles,

Send ____ boxes of dryers. ____ Clear ____ Ass't
____ P.P.

NAME ____

ADDRESS ____

CITY ____

DAY-n-NIGHT MARKERS

These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- **Reflector lettering—tiny glass beads mirror light at night**
- **Permanent raised letters and numbers 1½" high**
- **Lifetime aluminum—rustproof**
- **Baked enamel—black background—white beaded letters**
- **Double plate 18" long—reads the same from either side**
- **Any wording you want, up to 15 letters and numbers PLEASE PRINT CLEARLY**

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

SATISFACTION GUARANTEED OR MONEY BACK

FREE CATALOG

Spear ENGINEERING COMPANY

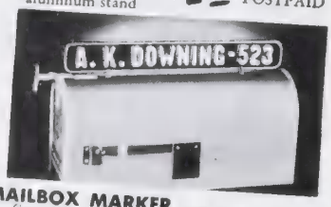
25 Spear Bldg., Colorado Springs, Colo.



BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID



MAILBOX MARKER fits any mailbox—install in a minute $1.95 POSTPAID

OUTSTANDING VALUE!

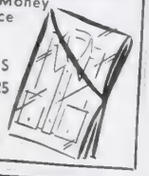
SHIRT & BLOUSE BOOK

IDEAL FOR HOME OR TRAVEL



KEEPS SHIRTS · BLOUSES · SWEATERS · LINGERIE · LINENS NEAT — CLEAN — VISIBLE!

You'll want several of these wonderful strongly-made transparent plastic books with ever so many uses. Keeps everything "laundry-fresh." Select one item without mussing others. Conserve space — store several items in each of the 4 large 11 ⅝" x 18" pockets. Contrasting binding, single snap closure. Money back if not delighted. Nice gift . . . order today!



$1.25 PPD. • NO C.O.D.'S

7 FOR $2.25 — 3 FOR $3.25

MASTERCRAFT

Dept. B-5, 60 South St., Boston, Mass.



BUILD A CEDAR CLOSET WITH A PAINT BRUSH

CEDAR-LUX is the cedar lining you put on with a brush. Just mix with plain water. Dries three times as hard as plaster. Lasts a lifetime. Now any man or woman can cedarize ordinary closets, boxes, trunks, recreation rooms, dens and rumpus rooms.

Not a substitute for cedar! It's the real thing! Specially prepared compound of genuine red cedar wood. Brushes on or apply with trowel or spray. Re-surfaces walls sealing all cracks and crevices where moths could breed. Cedar-Lux won't rub off on clothing. Neutralizes body odor in clothing. One pound covers 10 to 12 square feet. Light pink in color. Give your closets that clean, sweet, fresh odor of the North woods. Instructions simple to follow. Have fun! Save Money! Enjoy cedar fragrance! Make every closet a cedar closet and be free of moths! ORDER YOURS TODAY!

YOU MUST BE SATISFIED OR YOUR MONEY BACK

5 lb. can $6.95. 10 lb. can $12.95 postpaid.

CEDAR-LUX PRODUCTS CO. Dept. HB-2, 703 Main St. Kansas City, Missouri

---

Two Brand New Salt & Peppers Every Collector Will Want



ROCKY MOUNTAIN CANARIES

Delicately detailed bronze reproductions of a prospector's pack mules; reminiscent of the days of the 49'er.s 2½ inches high.



NEGRO ON COTTON BALE

A kindly, humorous remembrance in ceramic of the ol' South made famous in American folk songs. Stands 5½ inches high. Negro lifts off of cotton bale.

Each set individually boxed. Per set $1.00 postpaid.

Heather House

Dept. H1-P. O. Box 354

Burlington, Iowa



SELF ATTACHING WINDOW SHELF

Fastens to the window sill without screws or nails. Metal clip on the flange between the window and the sill and you have a sturdy 6" shelf on which to place plants, electric fan, etc. Window may be left open, closed or locked. Made of rigid steel with rolled edges and finished in a glossy durable baked white enamel. Size 25" long 6" wide.

$1.35 Postpaid

2 for $2.60 Postpaid

Write for free catalog.

43-66 Bowne St.

Flushing, N. Y.

Send Letter Direct to:

FISCHER'S (Formerly Black & Fischer)



Window



WELCOME THE BABY with this Vermont maple remembrance bowl that comes hand-painted with an old-fashioned basinette and the newcomer's name, birthplace, and birth date. In white or natural finish, it is colorfully decorated with any inscription, measures 9" wide. It will be a cherished treasure all through a child's life. $2.95 plus 25¢ post. Stratton Snow, 152 A. No. Swinton Ave., Delray Beach, Fla.



IT GOES 'ROUND with a tray of hors d'oeuvres, a plate of luncheon sandwiches, a gala birthday cake, this Colonial Lazy Susan. Set it on the coffee table for cocktails, spot it heaped with fruit on the dining-room buffet. 20" wide. Natural, antique, or brown finished solid cherry. $18.25; solid walnut $19.75 f.o.b. Winemiller's Colonial Reproductions, Coldwater, Michigan.



Imported Napoleonic Miniatures

Hand-painted Quality Figures by BALLADA of Paris

Authentic uniforms with brilliant coloring and amazing detail. Various positions and numerous regiments, including mounted figures, are available.

Listing Sent Upon Request

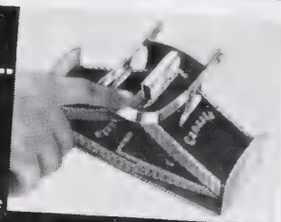
Riflemen **$7.95**

Other Foot Figures **$9.50**

Imported Military Figures

Box 772 Evanston, Ill.

SAVE CARDS... SAVE TIME... with the Kingsbridge



Canasta shuffler!

It's the easy way to shuffle 1, 2 or 3 decks of cards. Simply place them on the special ledges, press lever lightly, and presto! Cards are shuffled perfectly, none spilled, never a "dog ear" in the deck.

Take the handy Shuffler with you on your vacation! Specially designed to take up minimum space. You'll be proud of its handsome appearance — made of attractive, sturdy enameled hammered metal, chrome trimmed. An ideal gift for birthdays and anniversaries — everybody who plays cards needs one.

Order direct from us, adding 25c for packing and postage. **$2.95**

ATLANTIC PLAYING CARD CO.

Dept. 30 — 45 West 25 Street, N. Y. C.

NEWEST INVENTION IN EASY CLEANING

Snaps on and off in a jiffy

BRUMOP COVER

USTM Reg applied for — Pat. applied for

Cleans with one easy stroke!



SNAPS ON A BROOM OR MOP

A really new idea in a washable—soft as lambswool—cover for broom or mop. Cleans ceilings, baseboards, all those out of the way corners in a jiffy.

ORDER YOURS TODAY! *Quantity Limited. Just clip your check or money order to this ad.*

BRUMOP nicely packaged **$1.00** postpaid

BEVERLY TEXTILE MILLS

Dept. B-5, Beverly, New Jersey

Shopping

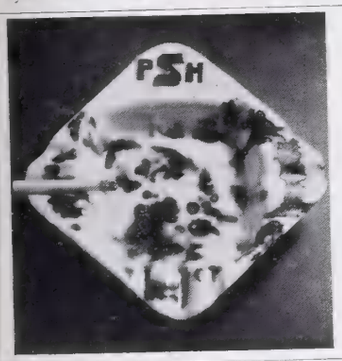


ARE AND WARMER. A ompeian green metal stand that ll take to the terrace the st warm May day has two erno lighters in the base to ep your favorite hot dishes ping. It comes with two 2-quart vered casseroles, has an attrac- ve leaf motif. 12" high, double armer. $15: single size, $7.95 pd. Treasure House, 45 Cedar t., Dobbs Ferry, New York.



HINING EXAMPLE of the agic hand of these silversmiths this reconditioned silver service. ou may send your damaged or rnished silver to these crafts- nen without fear because each iece is completely covered by nsurance while in their posses- ion. Ship the work for a free stimate; if price is unsatisfactory, nerchandise is returned postpaid. Simmons Plating Works, 219 Pryor St. S.W., Atlanta, Ga.





MONOGRAM ASH TRAYS HAND-MADE POTTERY

1½ inches deep—9 inches across with raised monogram fired right in. 1, 2 or 3 initials. Glazed tray in mottled blue, green, brown or combination. Deep rests really *hold* cigar or cigarette. Felt pads on base.

5.90 Post Paid | *Shipment within 2 weeks. No CODs please*

BRADLEE MFG. CO.
2448 Coral St. • Philadelphia 25, Pa.

Relax in a beautiful two-position FOAM RUBBER barwa



★ The **barwa** with foam rubber cushion—slip covered with Terry. Covers in red, green, grey, yellow, brown, chartreuse, or natural white.

$79.95 with polished aluminum rockers. (Add $5 if you want chenille cover in same colors).

$84.95 with charcoal black rockers. (Add $5 if you want chenille cover in same colors).

DESIGNED BY BARTOLUCCI-WALDHEIM

barwa* A REVOLUTION IN RELAXATION

manufactured by *Ralph Elliott Co.*

3227 Fowler St., Los Angeles 33, Calif.

IT'S SPRING AGAIN!



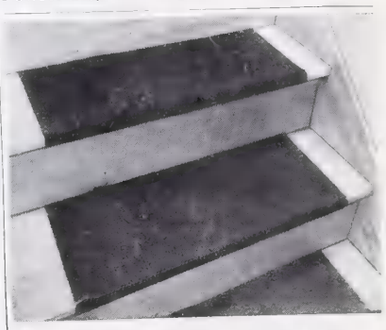
And everywhere Jenny Wren and Johnny are building nests—and they nest twice each year. Bring them near your house or garden with one of these attractive Honeymoon Huts. They'll love it!

Colorful—made of milk glass with a choice of red or green roof.

Practical complete with weather resistant hanging bracket. Metal snap-on bottom makes it easy to clean between nesting seasons.

At the reasonable price of $1.50 each or $2.50 per pair, postpaid, you will want several.

Kreglow Gift Shop
Moundsville 201, W. Va.



New Rubber Stair Treads Look Like Real Carpeting

CARPETREADS 95c

Beautify your stairs with smart, luxurious Carpetreads. Have all the beauty and texture of real carpeting, endurance of rubber, at a fraction of cost. You'll be surprised at how soft and cushiony they feel, how they take wear of children's busy feet. To clean just swish with damp cloth. Easy to apply. In smartest decorator shades: Burgundy, Spring Green, Gray, Beige. Your choice.

Size 24" x 9", each, only 95c

Order by mail. No C.O.D.'s please. Sent postpaid. Satisfaction guaranteed.

GLASSCRAFT
920-B CHICAGO AVE. EVANSTON, ILL.

Created by HEIRLOOM STERLING
noted designers of
Damask Rose—Mansion House—Lasting Spring.



STANTON HALL

The rich and stately beauty of pre-Victorian days, captured in the timeless grace of sterling! This newest Heirloom pattern will give lifetimes of prideful pleasure. Begin with even one place setting, add others later . . . on our easy budget plan.

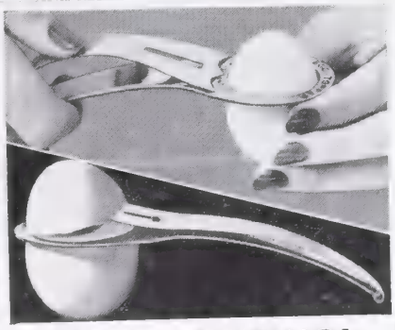
6 Pc. Place Setting **$32.75** Fed. Tax Included

PAY **$1** DOWN 50c EACH WEEK FOR EACH PLACE SETTING

Prompt Money Back Guarantee

WOODS JEWELERS—Hempstead, N.Y.

One of America's Leading Silversmiths. References: Dun & Bradstreets, Jewelers Board of Trade. Other stores in Huntington, Bayshore, Glen Cove, Levittown.



NEW! AMAZING! AUTOMATIC EGG OPENER

No shell fragments, no broken yolks, no muss with amazing, new EGG-TOPPER! Just place EGG-TOPPER over egg, raw or cooked—press—ZIP! Shell is cut cleanly, top of shell lifted AUTOMATICALLY. Lustrous nickel finish, stainless steel blade. Immediate delivery! Ideal gift!

EGG-TOPPER, each . . . . **$1.00** Postpaid
(No COD, please)

JEPCO • BOX 94HB • OAKLAND 4, CALIF.

HAND CARVED BELTS

By a Leather Artist

For that summer outfit—*his* or *hers*—a unique belt hand carved on the best grade cowhide. They are clever in matched sets and fine for that graduation or usher gift. Two styles:—1 inch belt tapered to ¾ at buckle; ¾ inch belt not tapered at buckle. Two finishes:—hand dyed background in rich brown, flowers and leaves left natural color as shown, or an all over antique finish. Gift boxed for immediate delivery. Satisfaction guaranteed. *Specify finish and exact waist measurement.* Send check or money order. Postpaid.

Write for catalogue 1"—antique $4.50—hand dyed $5.00
¾"—antique $3.50—hand dyed $4.00

WATSON LEATHER PRODUCTS 2310 Riverview Drive Kalamazoo, Michigan

STERLING-BASED CUT CRYSTAL ACCESSORIES



Truly masterpieces of artistry . . . elegantly executed in finest crystal with etched designs and gadroon-bordered sterling silver bases. Make handsome Mother's Day gifts!

SAUCE BOWL AND SPOON—Crystal top is enhanced with a delicate, leafy tracery. Approx. 3½" x 5". With richly engraved sterling serving spoon. Ideal for dressings, sauces, jams, candies or nuts. Only **$9.50** postpaid, federal tax included.

CHEESE DISH AND SERVER—Dish is approx. 5½" wide. Server is 5¾" long, has engraved handle, stainless steel blade. **$8.00** postpaid, federal tax included.

No C.O.D.'s please

Lynn Scott Gifts 98-40 64th Ave. Forest Hills, N.Y. Dept. H-51

Flatter Father, or any Male!
Thrill the June Graduate! His own

ROBE-O-GRAM*

Hand-washable Monogram Robe of Rayon Crepe, Complete with Matching Bag



Luxury Supreme! Full-cut, hand washable Rayon Crepe (Fabric by Benrose) Robe. 3-initial gold thread monogram on shawl collar. Lock on belt. Under tabs. Polka Dot Distinction: White on Wine or Navy, or Red dots on Navy. Gift packaged.

$8.95 POST-PAID OR 2 SETS $16.95

S, M, L. Add 10% for Extra Sizes: Extra Large or Medium Long

Allow 2 to 3 weeks. Order by size. See above

ROBES OF *Luxury*, INC.

Dept. HB P. O. Box 3147 ST. LOUIS 5, MO.

*U.S. Pat. Off. Reg. App. for

Window Shopping



WEATHER DOLL. She'll the lady magician of the nurs —no doubt about it! When frilly apron turns blue, you count on fair and dry weath When it's orchid, look for change. When it's pink, bet cover up, rain will be falling. W moving eyes, arms, and head. carries a parasol that actua opens and closes. 8" tall. $1. ppd. Niresk, 1474 W. Hubba Chicago 22, Illinois.



FIDDLE-DEE-DEE. You c take time out for a slight ca of blue-sky spring fever if y pin this watch to your lapel. will bring you back to earth time. The closed case is a han some miniature of a violin jeweler's bronze. Opened, it's fine Swiss watch with a guara teed 17-jewel movement. 3¼ long. $35 including tax and pos age. Market Combers, Box 328 Station "F," Atlanta, Ga.

(*Continued on page* 85)



Caddy Tables

For Minute's Notice Serving



HANDSOME AS IT IS HANDY!

New! Colorful! Table of a dozen uses! For the cocktail party, buffet dinner, television get-together—is alcohol and heat resistant. Measures 17½" x 12¾". Choice of floral pattern, solid Red, or solid Black. Table stands 21" high. Sturdy steel construction—rubber footed.

Each $2.29

Set of 4, Storage Rack included $10.98

Shipped express collect.

Colorful, Practical Gift
SATISFACTION GUARANTEED

BLOCK COMPANY

138-B West 54th Street • Chicago 9, Ill.



The Wedding Goblet

The bride and groom will toast each other from this lovely version of the traditional Napoleonic wedding goblet. An heirloom gift from you to be cherished by the couple through all the years to come. Etched with his and her full names and the date of the ceremony. In beautifully clear crystal, 6" tall. Gift-boxed and shipped directly to the bride, if you prefer. Delivery, about ten days.

postpaid **$10.00**

No C.O.D.'s please

HOLIDAY HOUSE

15 Bellevue Theatre Bldg., Upper Montclair, N.J.

EVERYONE SAYS "o o o O H!"

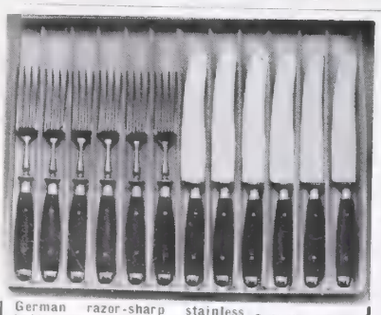


When They See THIS LOVELY SET

To see it is to REALLY appreciate it! Beautiful metal SILVER FINISH—very expensive looking imported smoking set—stand, cigarette box, ash tray and push button automatic table lighter. Size 9½" long, 3¾" wide, 3½" high. High quality merchandise offered at the amazing low price of only $5.50 postpaid. Of course, it is fully guaranteed.

No C.O.D.'s please.

SHRELL PRODUCTS, 610 So. Dearborn St., Dept. C-1, Chicago 5, Ill.



German razor-sharp stainless knife and fork set, service for six! Available in brown, black, or white handles. **$19.75**



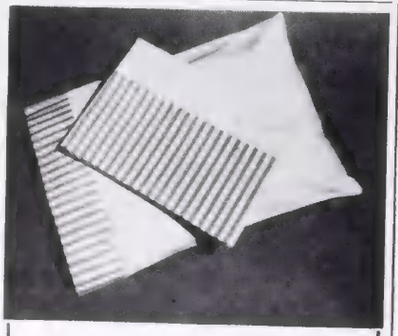
400 DAY CLOCK

Wind every 400 days. Size 8"x12".

$45 plus 20% tax

Send Check or Money Order to

FIRESTONE TRADING CO.
P.O. BOX 1251—PATERSON N. J.



SWEET CANDY STRIPES

For Baby

Lovely, exclusive, white Wamsutta Babycale crib sheet and pillowcase with pastel candy stripe trim, 6 inches hemstitched on sheet. 3 inches hemstitched on case—baby pink, baby blue or soft yellow. Not shown, Babycale in multi-colored pastel striped hems. Attractively gift wrapped. $7.50 the set of 1 sheet and 1 case. Parcel post prepaid.

Miss Feltington, Inc.

1355 Beacon St. Brookline, Mass.



Crystal Chandeliers

as low as $35.00

Wired for electricity. Imported beautifully cut crystal prisms. Lovely tooled metal top band. All metal parts in either silvery or natural brass. Please specify. Furnished with 12" adjustable chain above or with attachment for close ceiling connection. Please specify.

Model pictured 12" across. App. 16" long. 5 tiers prisms—$60.00

Same style, 10" across. App. 13½" long, 4 tiers prisms—$45.00

Same style 8" across. App. 11" long, 3 tiers prisms—$35.00

Shipped promptly by prepaid parcel post on receipt check or M.O.

Satisfaction guaranteed. Also wall sconces to harmonize; and more elaborate chandeliers.

Write for free illustrated descriptive folder.

KING'S ANTIQUE SHOP

Dept. B-10, Leaksville, N. C.



SEA-FOOD LOVERS!

Here's a perfect pal that helps you enjoy clams any time you want them . . . the amazing Shuck 'em clam opener. Easy to use and safe, one motion opens any size clam instantly, cleanly. Use your Shuck 'Em for all clam dishes . . . built in tray saves natural juices. Corrosion-resistant.....only $7.20 pp

U Shuck 'Em Oyster Opener

Open oysters in seconds. Duraluminum frame, needs no fastenings. Ready to use.....only $15.45 pp

SEND CHECK OR MONEY ORDER TO:

SHUCK 'EM, INC.

152 Beekman Street,

Dept. HS-1 New York, New York

Newly-wed or not . . . enjoy

Trousseau Luxury

Is your secret self starved for luxurious pastel sheets, for deep, color-drenched blankets, lush bedspreads and towels soft as sable?

Lady, you need a new trousseau . . . fresh from your favorite department store and flaunting the famous Fieldcrest label, a sign of lasting beauty that's kind to your budget.





Fieldcrest

SHEETS

Choose these petal-soft sheets from seven blossom pastels: peach, green, pink, blue, yellow, lavender and chartreuse. All vat-dyed for countless washings.

Sheets • Towels • Blankets • Bedspreads
Electric Blankets • Karastan Rugs • Lace
Tablecloths • Curtains • Hosiery • Rayons

FIELDCREST MILLS, DIVISION OF MARSHALL FIELD & COMPANY, INC., 88 WORTH STREET, NEW YORK 13, NEW YORK

look to

Kirsch

for the finest in

Venetian Blinds

The Kirsch SUNAIRE, "Peer of Venetians," with exclusive double-curve S-shaped slats, offers something "extra." Not only graceful beauty that lends a "different" decorative effect . . . Not only years of easy, satisfying operation . . . But also superlative *control* of light and ventilation. You'd expect the finest in Venetian blinds from Kirsch—the leader in window decorating ideas and fixtures—and you'd be *right!*

SUNAIRE



"Choose the Name You Know"

Kirsch
DRAPERY HARDWARE
VENETIAN BLINDS

Only SUNAIRE offers the S-shaped slats of flexible steel or aluminum when available. Wider (full 2 3/32") they give you wonderful control of light and air entering the room; *protected* privacy!



only Kirsch has the exclusive S-shaped slat

Before you buy *any* Venetian blind, find out about the exciting Kirsch SUNAIRE. Send for this free folder showing colors and features of the "Peer of "Venetians." Address Kirsch Company. 491 Prospect St., Sturgis, Mich. *In Canada:* Woodstock. Ont.



Beauty Begins at the Windows... Start with Kirsch Equipment

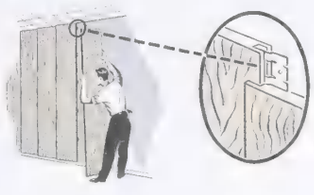


This ingenious, concealed metal clip is what holds Plankweld firmly to the wall and makes it so easy to put up. You can even nail right into plaster, without worrying over stud locations and without fussing.

Build this wood-paneled room

in your expansion attic

for as little as $249.50†



... with Plankweld,® the beautiful, new, pre-finished Weldwood paneling; you can build this room yourself, even if you have never done any carpentry before.*

Now that extra room you need and want can be yours ... inexpensively, and with relatively few hours of easy work. Thanks to the luxurious, lasting beauty of these wood paneled walls, it will be the delight of your family, and the envy of your neighborhood.

Plankweld is top-quality, *pre-finished* Weldwood paneling, available in a variety of beautiful woods such as birch and oak. It comes in easy-to-handle panels, ¼" thick, 16¼" wide and 8' long.

Edge-grooved to provide a neat lap joint, these panels are designed with a simple, concealed metal clip that holds Plankweld firmly to the wall and eliminates nailing through the face of the wood.

If you can handle a hammer and saw, you can install these beautiful Plankweld panels quickly, easily, and permanently ... over new walls or old ... right over bare studs or sheathing ... even over shabby wallpaper or cracked, unsightly plaster.

Once the panels are up, your job is done! The factory-applied finish will retain all its rich, original lustre for years ... with only an occasional waxing.

And remember, like all interior Weldwood Plywood, Plankweld is guaranteed for the life of the building in which it is installed.

Ask your lumber dealer to show you Weldwood Plankweld. Mail coupon for free folder that tells how easily and inexpensively you can panel your rooms with Plankweld.

* *

†Based on a typical 12' x 12' attic room and includes estimated cost of the Oak Plankweld and studding, as well as the utility gum Weldwood and wallpaper for ceiling.

The bookcase, desk and chest of drawers were obtained at low cost as "unpainted" furniture. The painted floor is covered by inexpensive cotton rugs.

Weldwood PLYWOOD

*PATENT APPLIED FOR

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46, N. Y.

Gentlemen:

☐ *Please send me FREE folder describing in detail the easy installation of Plankweld.*

☐ *Enclosed is 10¢. I'd like your booklet "Beautiful Wood for Beautiful Homes," too.*



NAME_____

STREET_____

CITY_____ ZONE____ STATE_____

8165-51

To look well and feel well

. . . SLEEP WELL



for healthful, beauty-giving sleep

Chatham makes good blankets

100% wool and blends . . . in decorator colors . . .
electric blankets . . . baby blankets . . . all gift packaged

CHATHAM MFG. CO., ELKIN, N. C.

Window Shopping

CONTINUED FROM PAGE 80

GET A HORSEless carriage apkin set and show them off at our next cocktail party. Set of includes such oldsters as the elden 1877, Duryea 1893, Winton 898, Ford 1893, Oldsmobile 1901, ackard 1898, Autocar 1902, and adillac 1903. Hand-printed in ay colors on white linen, the t of 8 cocktail napkins is $2.95 ostpaid. You can order them om Mrs. Robinson, Wayland quare, Providence, Rhode Island.



THE SHADOW OF CHRIST ill fall on the one you love if ou send her this lovely head of ur Lord, hand-crafted from ster- ng silver. Order one for a young irl preparing for Confirmation. n a sterling chain, it's $3.65 in- uding tax and postage. Remem- r it as a graduation gift, too. rom The Old Curiosity Shop of andicrafts, 54 St. George Street, . Augustine, Florida.



These Items will Lend Beauty and Charm to your "Outdoor Living"



Authentic Cast Iron and Cast Aluminum Reproductions.

All painted in long lasting white. Graceful and strong and fashioned by skilled craftsmen.

Left: Classic Settee #300. Settee 39" wide. #302 chairs 14½" wide. #140 table 22" long, 13" wide, 16" high. Cast Iron. Settee $27.50, Chair $17.50, Table $11.00. In Aluminum. Settee $32.50, chair $20.00, Table $13.50.

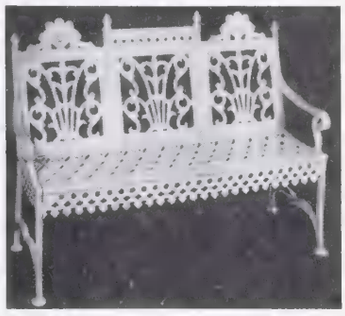


Left: Flower Stand with 1 Pot Holder. True reproduction, 21½" high, 6¾" base. Pots not included. Only $8.95.

Below: Occasional Table #150. Beautiful lace design. Original is over 100 years old. A true copy with glass or marble top. 30" high, top 20" dia. Glass top $24.50. Marble top $29.50



Many other Cast Iron and Cast Aluminum items at attractive prices. Send for catalog



Formal Colonial Bench #904 with comfortable form fitting seat 42" wide. Back 33" high. Height to seat 15". In Cast Iron $65.00. Aluminum $85.00.

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

J. F. DAY & CO. Dept. B-5 1901 4th Ave., South Birmingham 3, Ala.

King Richard	Rose	Royal Danish	Craftsman	French Provincial	Damask Rose	Prelude	Madeira	Old Master	Candlelight
39.50	26.88	35.00	31.75	31.75	27.50	27.50	29.75	31.75	29.75



1. **Choose from 185 patterns by all leading American silversmiths.**
2. **Receive your *entire* sterling service with your first payment! Your 24 pc. set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soup spoons, 4 spreaders.**
3. **Receive, without extra charge, an exquisite Tory jewel-box anti-tarnish silver chest with your sterling silver service . . . plus one hand engraved initial on each piece!**
4. **For 4 place settings (24 pcs.) $5 down, $5 a month; 6 place settings (36 pcs.) $7.50 down, $7.50 a month; 8 place settings (48 pcs.) $10 down, $10 a month; 12 place settings (72 pcs.) $15 down, $15 a month.**
5. **Whatever you need, write or phone Margaret Howe, Silver Consultant.**

Above prices are for 6 pc. place setting and include Federal Excise Tax. Price-fixed by mfr. under Feld-Crawford Act of N. Y. Prices and terms are subject to change.

THE GREAT SEAL OF THE CONFEDERACY

—a dignified, meaningful symbol of the Old South adorning fine accessories for the Hostess.



Blue and Gray Playing Cards
Double-deck $3.95

HAND SCREENED PRINTS IN BLUE ON GRAY INDIAN HEAD CLOTH

Set of 4 place mats and 4 luncheon napkins $6.95
Cocktail Napkins ..... 6 for $2.50
Bridge Table Cover $4.95
Hostess Apron $2.50

MAIL ORDERS POSTPAID
Money Refunded if not Satisfied

Field and Fireside, Inc.
TWENTY-SIX THIRTEENTH STREET (Dept. B)
Columbus, Georgia

Write for HISTORY OF THE GREAT SEAL and catalog of Seal Items

AUTO CLOTHES RACK —PREVENTS WRINKLES!



Holds Up to 32 Garments FULL LENGTH!

Save cleaning and pressing—relieve packing troubles. HANG-ALL is amazingly easy to install in any car. Fits flush with roof of car—does not obstruct rear-view vision, or touch doors or windows. Out of the way—yet always ready for use. Holds up to 100 lbs. Instantly detachable. This is the original, patented HANG-ALL. Deluxe model—only $4.95, postpaid.

CAR TRAY—Makes Eating Easy in Your Automobile!



No more balancing food on steering wheel or dashboard of your car! Install Car Tray in minutes! Fits snugly under the cowl; swings out into any desired position. Ideal as writing desk, ladies' make-up aid, etc. Made of steel in chrome plate or baked enamel; rubber mountings guarantee absolute quiet; neutral color. $3.49 for enamel, $5.49 for deluxe chrome model. Add 25c for postage.

Send cash, check, money order—or items will be sent C.O.D. at prices indicated plus postage. 10-day money-back guarantee. Order NOW.

DAMAR DISTRIBUTING CO.
Dept. SC-44 22 Treat Place Newark 2, N. J.

IMMEDIATE SHIPMENT HEAVY STEEL FOLDING CHAIRS

Guaranteed for Life! We have sold thousands of these chairs all over the country. In spite of critical steel shortage, we can supply limited quantity only. Shipped F.O.B. Waterbury. Guaranteed satisfaction or money refunded.

ONLY $2.50 EA.



Photo Does Not Justify Chair

Shipped Anywhere in United States • No Packing Charge

Thousands now in use everywhere. Good for:
HOMES • SCHOOLS
CLUBS • HOTELS
STORES • OFFICES
CHURCHES
FACTORIES
THEATERS
AUDITORIUMS
WAITING ROOMS
FUNERAL PARLORS
—And Many More Enterprises

Guaranteed Safe Delivery

Albert's
Dept. L—Waterbury, Conn.

ORDER TODAY
Send check or money order. Immediate shipment or held until wanted. We reserve right to limit quantities. No C.O.D.'s.

PROTECT CHILDREN Keep Pets Clean with FLEA-NO MAT



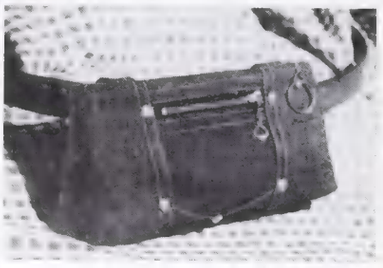
For large dogs . . 28" x 36" $4.95 POSTPAID
15"x28" ONLY $2.95 post paid
Very Economical!

Flea-no-mat

kills insects—stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately — rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today — money back guarantee! Check or Money Order

V. F. GARRETT CO.
Manufacturer
P.O. BOX 1143-185, DALLAS, TEXAS



Slip our trim denim **JAG BAG** onto the belt of your cotton dress, your shorts or dungarees (belt loops fit up to 2-inch belt). Zip money in the handy outer pocket. Tuck make-up, glasses, what-have-you in the big (4x8 inch) compartment. JAG BAG is featherlight, sturdy, slow to soil . . . an ideal vacation and weekend accessory. Navy with copper rivets. $1.25 incl. tax and postage. No C.O.D.'s.

The ASPEN COUNTRY STORE, Inc.
ASPEN, COLORADO



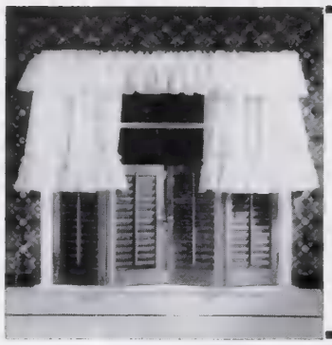
Window



STEIG'S AT IT AGAI this time he knocks at the your subconscious with his bone. Each of the 8 differe toons decorating these hi glasses takes a spoofing p the web of anxieties that above the psychoanalyst's Glasses, half-frosted and clear. $6.50 for 8 ppd. C Artisans, 31 S. 3rd Ave., Vernon, New York.



OSCAR'S LIT and so your cigarette when you' this red-nosed rounder o bar. Made of ceramic, he's hat, dress tie, and tailspin you a light when you tilt either side. Oscar's 5 high, works on AC or D plus 25¢ postage. You may him from H. T. Stern, 110th Avenue, Hollis 12, N



Plantation SHUTTERET

Brighten any window with authentic rep shutters & shutterettes. Made in hundred from kiln-dried sugar pine with folding p adjustable louvers. 4 panels shown comp interpanel hinges, brass hooks and chin sanded ready for your favorite finish, 36" 19" high, easy to install. $23.00 FOB Santa Calif.

DEVEREUX PRODUCTS CO.
1725-C Berkeley St., Santa Monica

Send 10¢ for catalogue of wonderful d ideas using Plantation Shutters for win doorways.

NOW! CUT TOUGHEST STEAK LIKE BUTTER

Amazing New Saw-Toothed Steak Knives Flick Through Even Toughest Chuck Steaks "Like A Razor"

These revolutionary, specially designed, notched cutting-edge knives sever steak "easy as A-B-C." This complete service of 6 perfectly matched knives will be the envy of your dinner guests. Made from the finest grade of forged stainless steel, the blades stay sharp permanently—never need honing. These handsome, useful knives will never rust or stain—never lose new appearance. Handles are made of hand rubbed, rich, beautifully grained Rosewood, which are secured to blade shafts by flush-ground brass rivets. Knives are comfortably balanced for any hand—warp-proof.

Just The Gift For Mother's Day
Give mother a set of these Knives on Mother's Day and watch her eyes beam with delight. These knives are no longer being manufactured, so act now! All sets come stunningly packaged, 6 knives in velveteen lined box.

Money Back Guarantee
Send only $4.98 (check or money order), sent postpaid. C.O.D.'s accepted (you pay postage). Money back if not delighted.

CHING-MAXWELL CO., Dept. H
83 Hooper St., Brooklyn 11, N. Y.

INFORMATION, PLEASE . . .

When sending requests to HOUSE BEAUTIFUL for further details on products, sources, ideas or company names you've seen on these pages please include your full name and address, a full description of the product, issue, etc., the issue and page number (if known). That helps information from you make it possible for us to serve you more promptly more efficiently.

Shopping



TABLE FOR THE TER-ACE should be as well de-ned as this one, shrug off sum-r's fickle weather. Made of nd-forged iron, it has a 16" x ½" glass top and lower insert. nds 22" high. In antiqued ack, Pompeian green, or white. \$29.50. Same design with 20"). \$39.50. Express charges col-t. Pompeian Studios, 169 Lex-gton Avenue, New York 16.



ULIP MATS. The Philippine tives who make these Carabao its from fine hemp fibers have ven the iridescence of Pacific onlight on the water into these ace setters. 12" x 18", they me in dark green, aqua, brown, ld, royal or bright blue, pink, rust. With natural tulips and rders. \$1 each; 8 for \$7.50; 12 \$10. Add 25¢ post. Give 2nd ice. Special Products, 950 lumbus Ave., San Francisco.





Fractured French Cocktail Napkins

"Fractured French" is fast becoming a national institution. Here are 36 of the best and most familiar phrases (like: A la carte *(On the Wagon)*; Pièce de résistance *(Timid Girl)*; Pas de tout *(Father of Twins)*, etc. Illustrated (by R. Taylor), and translated (by F. S. Pearson) on paper cocktail napkins. Just **\$1.00** (box of 36, all different). Postpaid.

Send for free Catalog of Smart Bar Accessories



the GAME ROOM

1538 Connecticut Ave., N. W., Washington 6, D. C.



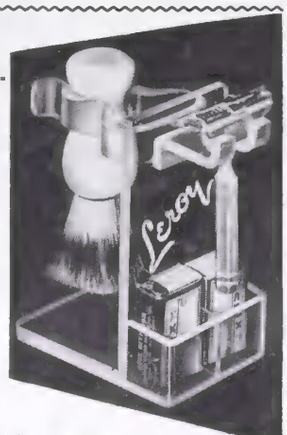
ERRY-GO-ROUND . . .

world's most practical "NON-TIP" water or paint set...for children...for profes-nal artists. It's NEW...it's different...it's de in two sections, entirely of plastic, in choice of attractive tones; yellow, white, ue and red. The only self-contained ON-TIP" water and paint set unit. Com-te with 12 colors fitted in paint wells d one brush. The paint set acclaimed st practical and safe. No cut fingers, no lling, no mess...the ideal way to paint. ecial introductory offer 1.25 postpaid. tra supply of Non-Toxic paint tablets for placements, 12 assorted colors, 30 cents. C.O.D.'s please. Money back guarantee.

W. SAXLER CO. Dept. 206
5 N. La Cienega Blvd., Los Angeles 48, Cal.

SHAVE-RACK

Combination shaving brush, safety razor, and blade holder



At last . . . the master of the house can stow away his shaving gear into one neat place with the Shave-Rack. Made in crystal-clear, easy to clean, genuine Du Pont Lucite. Personalized with first name. **\$2.29** Postpaid

Without name . . . \$1.98 postpaid

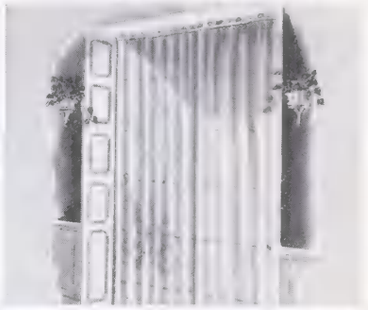
No C.O.D.'s please
Send Cash or Money Order or Check to:

SHELDON PLASTIC SALES CO.

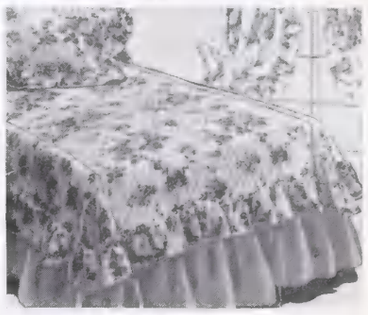
Dept. A-5
275 Front Street, Brooklyn 1, N. Y.

Catalogue on request. Prompt delivery on all items.

SHOP by mail at COLTEN'S



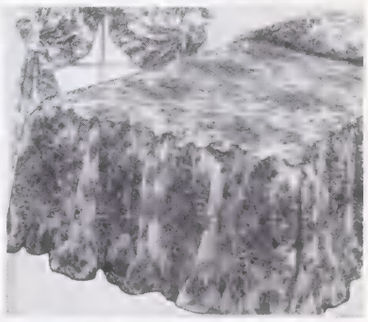
MAGIC "FIBERGLAS" CURTAINS, styled with a masters' touch, are soft hanging, made of fine spun-glass marquisette that won't burn or shrink. Wash and rehang them in 7 minutes. In the lovely ivory-white shade. 84" wide per pair. 54" long 5.95, 63" long 6.95, 72" long 7.95, 81" long 8.95, 90" long 9.95. Postpaid.



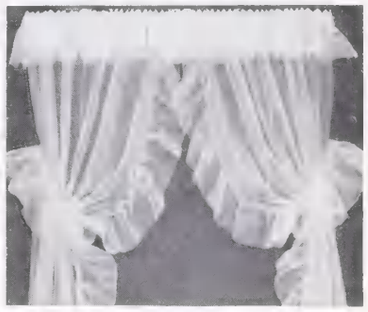
A DELICATE SPRAY OF ROSES on a white percale coverlet that's quilted and ruffled . . . brings springtime into your home. For a decorator touch, mix it with a solid color poplin dust ruffle in grey, white, hunter green, aqua, yellow or rose-pink. Twin coverlet 15.95, full 16.95; twin dust ruffle 8.50, full 9.50; 2½ yard drapes 11.95, vanity skirt 8.95, sham 4.95. Dust ruffle samples on request. Postpaid.



DURABLE DENIM BEDSPREADS in solid colors of sunset red, cadet blue, cocoa brown or sea green with a multi-color stripe hem and trim that combine all these colors. It's fashion-wise, washable practical. Twin spread 12.95, full spread 14.95, 90" drapes 9.95, vanity skirt 9.95, striped pillow sham 4.95. Color samples on request. Postpaid.



Charming "Country Garden" is a washable cotton bedspread that brings the gay colors of your flower garden into your bedroom. The multi-color florals predominate in your choice of blue or yellow or red on a white background. Twin spreads 11.95, full spreads 12.95, 2½ yard drapes 10.95, vanity skirt 9.95, sham 3.95. Postpaid.



PERMANENT FINISH NYLON curtains are the ultimate in luxury. They have the washability, fast drying and minimum ironing of nylon plus a permanent finish that won't wash out. It's part of the yarn. Double full 4" picot edge ruffles, 82" width per pair, soft ivory shade. 54" long 8.95, 63" 9.95, 72" 10.95, 81" 11.95, 90" 12.95. Postpaid.



FASHION-WISE RUFFLED POPLIN bedspreads are sanforized and washable: in six exciting solid colors of pink, aqua, wine, yellow, powder blue or hunter green all trimmed with a perky 5" snow white poplin ruffle and piping. Twin spread 12.95, full spread 14.95, 2½ yd. draperies 12.95, sham 4.95, vanity skirt 10.95. Postpaid.

COLTEN'S

Write MISS SMITH
1351 BEACON STREET
BROOKLINE 46, MASS.

Established 1921

"One Of America's Finest Home Furnishing Specialty Shops"





in
SOUTHERN CALIFORNIA
it's
only

Cannell & Chaffin

for

WIDDICOMB'S

LATEST
CREATIONS
by
ROBSJOHN-GIBBINGS

3000 WILSHIRE BLVD.
LOS ANGELES 5



FINE FURNITURE ▪ INTERIOR DESIGN

Unusual "GLASSLIKE" Medical White Enamel

LIQUID "PLASTIQ GLASS" Now Whiter than White
5 YEAR GUARANTEE NEVER YELLOWS—SMOOTHS ITSELF
$9.65 gal. $3 qt. POSTPAID

America's Highest Priced Fine White Enamel **Made with SILICONE**

Marvelous SILICONE Glaze. A "more brilliant than porcelain" discovery. Sold largely to doctors and hospitals for interior and exterior. Hard to beat this flashing "Whiter than White" glaze for refrigerators, cabinets, furniture, woodwork, etc. Easy to brush on. Won't spatter or run. Goes 2½ times further than other paints. Truly economical beauty! Prepaid. Money-back guarantee.

OVER RUN SPECIALS. SPECTACULAR SILICONE PAINTS

Reg. Gal.		
6.60	"Asbesco" Asbestos White Shingle Resurfacer	4 Gal. 11.60
4.40	Easy Brush Int. Gloss White, Ivory or Cream	4 " 8.80
4.90	Int. Semi Gloss White, Ivory or Cream	4 " 10.00
5.90	Filteroff, compares with $8. White Enamels	4 " 15.00
5.90	Outside White, Pure Linseed, Lead, Zinc	4 " 13.00

Select 1 gal. any 4, 4-gal. cases only. Order promptly. Send check or M.O. Prices FOB factory. Money-back Guarantee. Card brings complete list State requirements, etc.

PLASTIQ FINISHES CO., MATAWAN 9, N. J.

It Isn't
What
You Spend



But Where You Spend It!

You can spend your vacation in many places more expensive than Atlantic City . . . but you cannot spend it anywhere so profitably . . . for of all American resorts Atlantic City is the greatest specialist in health-giving, body-building, money-saving vacations . . . spend your money where you can get the biggest return . . . strolling on the Boardwalk . . . rolling in the surf . . . lolling on the beaches . . . recharging your depleted energies in the City of reasonable charges!

For additional information and Atlantic City's Blue Book write Department H

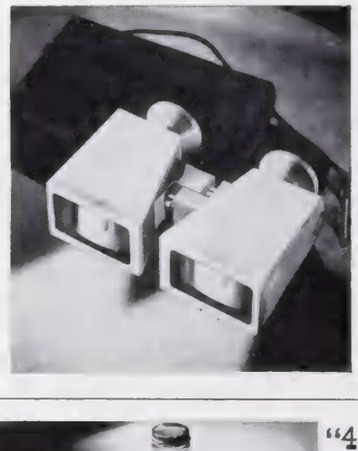
CONVENTION HALL

ATLANTIC CITY, N. J.

Window Shopping



WE'VE GOT A HA
KERIN' for these polished l
hooks, because even a Sloppy
can't resist the come-hither s
of the sunflower, the ship-s
charm of the anchor. Hang
in your closet or vestibule,
you're sure to have order ir
house. Sunflower, 3¼" wide,
anchor, 4¼" long, come
screws. $3.25 each, ppd.
Dial Book Shop. 300 Kind
mack Rd., Westwood, N. J.



SEE FOR YOURSELF
horse comes in first at the
track, or the intricacies of a
de deux at the Ballet. The
Wide Vision Sport Glass h
3-power achromatic lens.
the rectangular shape giv
wider field of view, reduces d
tion at top and bottom. In
gray, or tortoise plastic
case, $18.75 plus 20%
Abercrombie & Fitch, Ma
Ave., at 45th St., New Yorl



Refills, your choice of flavors, five packets, $1.00 ONLY

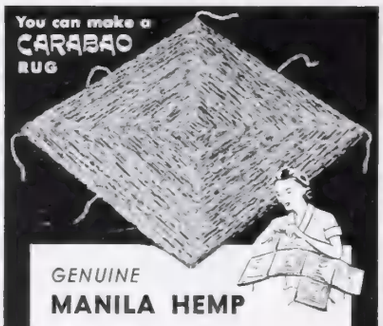
"4 SEASONS" Home Salad Dressir
Make Your Choice of 4 Dressings in 45 Se

Ideal Hostess Gift or Party Prize!

Make fresh salad dressing equal to th
of the world's finest chefs. "4 Seaso
Kit contains graduated mixing bo
and four packets of different dressir
There's *Old Fashioned French, Ex
Herbs, Paprika French, Old Fashio
Garlic.* Mix as directed, and presto
delicious dressing!

Merry White 65 Earl Street, Westbury,

You can make a CARABAO RUG



GENUINE
MANILA HEMP SQUARES
only **50¢** *each*

Full 12" genuine Manila hemp squares tightly hand woven by Philippine natives. You'd pay 75¢ a square in stores. Wear for years, vacuums easily, washable. Simple directions for tying attached hemp ties to make any size rug. Or we will sew rug to your room size for an added 10¢ a square. Mail check or money order . . . only 50¢ per square postpaid untied . . . 50¢ per square postage collect if sewn together.

SPECIAL PRODUCTS COMPANY

Import Dept. HBM, 950 Columbus, San Francisco, Calif.

Imagine Being T
BEST FLOWER ARRANG
In Your Garden Clu



Here is the most complete, up to date guide on flower arranging that will help make your home the envy of your friends. You no longer need the extensive training of a florist, the mysterious touch of a decorator, or even the high priced flowers and effects seen at the flower shows! This amazing new book, "THE SIMPLIFIED GUIDE TO FLOWER ARRANGING" by Dorothy Clarke, shows you how to make stunning flower arrangements with beau decorative effects at a cost so low you will with amazement.

Jam-Packed with Exquisite Illustratio

In easy to follow word and picture illustra you are shown the correct flowers to use; h grow or buy them; flowers of the season; of varieties and color schemes; arrange for parties, weddings, banquets; home aff school or church functions; wreaths and permanent arrangements . . . . *Plus the w wild field flowers, wild ferns, foliage and materials found in the woods, fields, roa and seashore in any season!* Here are al ideas and effects—everything you need to out the gorgeous, breathtaking arrangement are looking for.

Send No Money, Read on 5-day FREE TI

Just send name and address. Pay postman $2.50 plus postage. (If $2.50 enclosed, no postage). If not delighted, return for full re within five days. Hurry—Order now *at our r*

HOMECRAFTS, Dept. HBF
799 Broadway New York 3, N



Spring MATTRESS

Spring Air MATTRESSES

Spring Air MATTRESSES

Spring Air MATTRESSES

wake up Fresh as Spring Air

Spring Air MATTRESSES

Whatever your size or weight, whether you sleep alone or two-in-a-bed, there's a Spring-Air "zoned comfort" mattress *just right for you* . . . to help you "Wake up Fresh as Spring Air!" Spring-Air mattresses are scientifically built, to provide luxurious surface and contour comfort plus proper support value. There's no finer sleep equipment . . . no better dollar value! Tonight's a good night to start sleeping the *better*, Spring-Air way. See your Spring-Air dealer. SPRING-AIR COMPANY, HOLLAND, MICHIGAN.





ACCEPTED FOR ADVERTISING IN PUBLICATIONS OF THE AMERICAN MEDICAL ASSOCIATION

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

NEW SELECTOR HELPS YOU CHOOSE RIGHT MATTRESS!

Your Spring-Air dealer has this new scientific selector that assures just the right mattress for you . . . according to your own weight, size and sleep habits. Helps eliminate backaches. Use it . . . to be sure! Or, send for FREE ANALYZER of your sleep requirements. Address dept. 507

USED IN OVER 1000 FINE HOTELS, 2000 HOSPITALS AND IN NEARLY TWO MILLION HOMES


created by TOWLE
for today's living . . .
CONTOUR

A *fine new Sterling pattern in the contemporary mood, designed for the merging American way of life. Contour is distinctive in its sculptural quality, its nteresting contours and its graceful simplicity. Serene and elegant,*

ONTOUR

is a "classic" at home with fine things from any period.

The flowing curves and btle planes produce the nique light-and-shadow eliness of Contour, and release the true living uty of the solid silver. re is a strong rhythmic relationship among the eaming pieces and each piece has been custom-gned for new functional perfection.

Flattering to the hand t holds it, beautiful in motion, Contour is a pattern in SOLID *solid silver that is free, unruffled, and at ease.*

TOWLE
STERLING
buryport, Massachusetts

your favorite Towle store for
aflet with more information on
our. Or write: Dept. H5, Towle
ersmiths, Newburyport, Mass.

Through an Open Door

By Agnes Rothery

Wherever one room is visible from another—there is always a vista to be created

A number of years ago when we were spending the summer in Finland, we were entertained in a handsome private house in Helsinki. As we sat in the rather formal drawing room we could see, through the open double doors, another room, which was papered like the drawing room and thereby created a sense of extended space. Later when we went into this room we found it was a library, and the three walls which we had not seen from the drawing room, were papered in a bold stripe blending well with the rich books upon the shelves.

This fashion of papering a room in contrasting patterns and colors is not unusual in the United States today, but that was the first time I had ever seen it, and it made such a definite impression that ever since I have noticed the vista from one room to that which adjoins it. Cleverly handled, such a vista may enhance and unify both rooms.

IN ONE of the most beautiful houses in Washington I am always conscious of the most pleasing harmony throughout the many rooms on the first floor. Some are papered, some are paneled, some are painted; there are unpatterned silk curtains in one and chintzes in another, but although each is different they are blended in an idefinable unity. But not really indefinable—for I have gradually come to realize that the same tones and accents are subtly repeated in varying degrees throughout the entire first floor. There is no monotony but an infused consonance which gives serenity.

With these two houses in remembrance I am constantly reminded that the transition from one room to another deserves consideration.

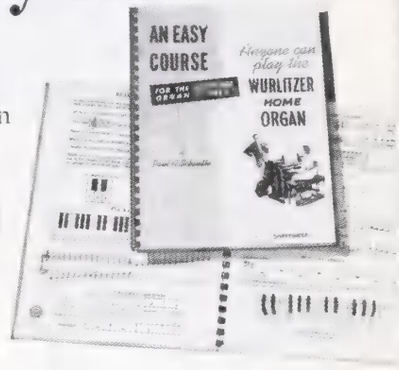
Most of us do not possess large handsome homes in Helsinki or

(*Continued on page* 102)



New Wurlitzer Organ... You can own it... You can play it!

Over 1000 different tonal effects—the lowest-priced standard two-manual organ you can buy.



So easy to play, you can teach yourself from this book!

This Wurlitzer Organ makes the most of your playing right from the start. Even to beginners, playing comes easy. You simply follow the easy instructions outlined in this book. Your Wurlitzer dealer has it now.

Built in the tradition of the "Mighty Wurlitzer," here is a musical instrument the whole family can enjoy. Two full 61-note keyboards for your fingers. A full 25-note pedal keyboard for your feet.



you're the Maestro...

A motion of your hand and the voice of the clarinet sounds out—the piccolo and fife come in—you hear the harmony of diapason and strings. Twenty-five different and beautiful orchestral voices are yours to command and combine at will.

This organ is complete . . . ready to plug in and play. And it is the lowest-priced standard two-manual organ you can buy. Available on easy terms, if desired. See it. Hear it. Play it.

WURLITZER
World's Largest Builder of Organs and Pianos
Under One Great Name

Mail Coupon for

The Rudolph Wurlitzer Company
Dept. H-5, North Tonawanda, N. Y.
Yes, I'd like to know more about the new Wurlitzer Organ and Easy Course Booklet. Please send me full details.
Name_____
Street_____

PROVED by thousands of homemakers...

No other freezer so easy-to-use as PHILCO!



ONLY PHILCO FREEZERS have this exclusive design



PHILCO puts 70% of the storage space above knee level.



PHILCO slopes in to the bottom so you can stand closer comfortably.



Easy-Lift Storage Trays



Plastic Utility Tray

LET your dealer demonstrate this wonderful new Philco chest-type Freezer to you! You'll see right away why thousands of homemakers prefer it to any other.

This great Philco has every luxury and convenience feature you could hope for, including Easy-Lift Storage Baskets, Automatic Interior Light, and new Plastic Utility Tray. Huge food capacity—holds 435 pounds of frozen foods! Temperatures as low as 15 degrees *below* zero permit sharp freezing in any compartment.

See this magnificent new Philco Freezer at your dealer's *now*. 12½ cubic foot size, $399.95*. 8.1 cubic foot size, $325.00*.

**In Zone 1. Prices subject to change.*

PHILCO HOME FREEZERS

PHILCO Famous for QUALITY the World Over

Take It Easy, Lady!

To free yourself from the slavery of housework, take advantage of new and efficient labor-saving equipment

By Charlotte Conway



The ladies don't care much for bending and stooping, we find. So Philco's new freezer is practically tailored to order. It has a sloping front to bring 70% of the storage space above knee level. With this, you can reach way down without losing your equilibrium or unpacking everything in the freezer. Easy-lift storage baskets hold foods most frequently used. Freezer has big 12.5 cu. ft. capacity. Set temperature control for sharp freezing or zero storage. Guardian bell warns if temperature should rise above 12 degrees.

DRAWINGS BY KELLY OECHSLI



You don't *have* to be the work horse in your kitchen. The new Westinghouse Food-Crafter mixer is really rugged, supplies power even for heavy mixes. It takes only one hand to set the up-front mix dial for any one of 6 basic speeds, to juice, blend, cream, beat, whip, or grind. Choose big or little Pyrex bowl. Both are specially contoured to rotate properly. Juicer attachment has pitcher-type plastic bowl, graduated like a measuring cup from 6 to 24 ounces. You can juice a pitcherful without removing pulp or clearing strainer.



"Double-Twist" BROADLOOM RUGS

A new woven wonder with rich thick pile on both sides...for double wear

9′x12′ $54.95

If you find it hard to believe that you can buy fine quality, loom-woven rugs at this price, then see these glamorous rugs first thing tomorrow . . . step on them . . . feel them. *Double-Twist* has a rich, thick, hard-wearing pile that's woven through identically on both sides . . . to give you double wear! The decorator texture is ideal for modern and traditional homes . . . in living rooms, dining rooms, and bedrooms. All sizes from 27″x51″ through 12′x15′. In five breathtaking colors: green, grey, beige, rose and blue.

If not listed below, write for the name of your nearest store . . .

CHENILLE RUG COMPANY

MINNEAPOLIS 14, MINNESOTA

RICH'S *Atlanta* · L. S. AYRES *Indianapolis* · HECHT'S *Washington* · MAY CO. *Los Angeles* · STERNS *Philadelphia* · STEWART'S *Louisville*

(Caption)
For Distinction and Durability,
nothing takes the place of
Genuine Leather



In its smart, fashion-right colors and interesting grains, Genuine Leather is the one material for the upholstery of fine automobiles and furniture that enhances their beauty . . . increases your pride of possession . . . confers the distinction that comes only from the genuine. In any scheme of decoration . . . versatile, adaptable leather reflects your good taste . . . your sound sense of value.

THE UPHOLSTERY LEATHER GROUP • TANNERS' COUNCIL OF AMERICA • 100 GOLD STREET, NEW YORK 7, N. Y.

What's your favorite window style?

you can have it with SILENTITE!



Want a broad outlook? See how the warm, mellow tones of wood attractively frame the view through this beautiful Curtis picture window. The windows at the side are double-hung Silentite—with the famous "floating" weatherstrips that keep out wind, dust, heat and cold. Silentite always operates easily—no weights, cords or pulleys to get out of order.



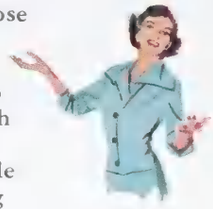






Prefer windows in groups? Then here's a suggestion for creating a dramatic effect with a double-hung Silentite window wall. Remember, with Silentite, it's easy to change color schemes at will because wood windows and trim take paint or other finishes beautifully.

Are casements your choice? Then choose the most trouble-free casements made! These are the Curtis Silentite "insulated" casements—so weathertight that they save as much as 16% of your fuel bill! Silentite casements won't stick, bind or rattle—and are equipped with insulating glass and screen. You have a choice of several sash styles.



You can find just the right windows for your home in the famous Curtis Silentite window family—for Silentite is made in a wide variety of sizes to fit any architectural style. Send now for our fully illustrated Silentite window booklet—it's free.

THE CURTIS WOODWORK SILENTITE UNIT "the insulated" window

Curtis Companies Service Bureau
565 Curtis Building
Clinton, Iowa

Please send your free window idea booklet, *"Light Up Your Living."*

NAME_____

ADDRESS_____

CITY_____ STATE_____



Pivot-back Lounge Chair, No. 4869A. Straight Sectional Units, Nos. 4828 (40" long) and 4829 (60" long). Commode, No. 4478. Telescoping Table, No. 4763

DUNBAR

for Modern

MODERN INTERIORS

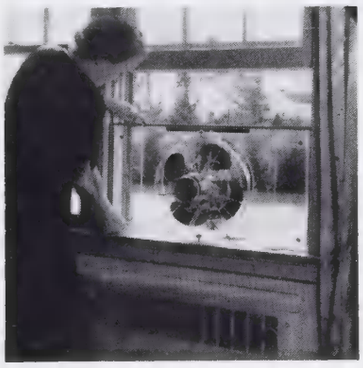
Send 25 cents to Berne, Indiana
for this profusely illustrated booklet
on decorating your home successfully.

DUNBAR FURNITURE CORPORATION OF INDIANA • BERNE, INDIANA

NEW YORK: 227 EAST 56TH ST. • CHICAGO: 1638 MERCHANDISE MART • BOSTON: 203 CLARENDON ST. • KANSAS CITY: 212 MERCHANDISE MART • PASADENA: 2914 EAST WALNUT ST.

It's Worth MENTIONING

By Julie Polshek



You lose none of the window's ght or view when a Handybreeze learvue Ventilator serves it. The lass-like plastic panels have lots f eye appeal, as well, and are easy to care for. Dual purpose, eatherized fan-motor unit expels ale room air or draws in outdoor r. Rotating suspension ring makes e conversion fast. 1040 c.f.m., 2". fits windows 29"-38". $43.95: 00 c.f.m., 10". 22"-28". $33.95. Jammacher Schlemmer, New York.



The arch-like design of the heavy steel tiers that comprise this useful Lennox Shelf-Master adds mightily to its strength and rigidity. So do the flanges that lock each tier into four slot holes in the one below it. The tiers separate in a flash to facilitate washing. Their rounded corners are also a boon on that score. Over-all dimensions: 20" x 11" x 4⅝". White enameled, $2.95. Fitzgeralds, 545 Fifth Ave., New York 17, N. Y.

The great worth of electronic zone-generators to freshen indoor air and rid closets, rooms, basements of odors and mustiness no longer news. But the unique design that enables this palm-size in-up model to service a 600 ubic-foot area is new. The ultraolet ozone-producing lamp that irtron-4 uses also combats airborne germs, bacteria, moulds. 5.95; 2-lamp model, $11.95. Roy Stove Co., Valparaiso, Indiana.





Even tidal surges can't penetrate the silky Vinylite surface of the Neptune Waterproof Blanket. Under that is moisture-proof Dynel blanketing that won't get clammy or musty. The wondrous, cashmere-like fabric is impervious to moths and mildew, won't shrink or burn. The feather-weight blanket has great warmth, launders easily, and dries in no time. 44" x 20". Gray, navy, maroon. Crow's Nest, 475 Fifth Ave., New York 17, N. Y.

(*Continued on next page*)



DUNCAN
Canterbury



May we send you a booklet?
THE DUNCAN & MILLER GLASS COMPANY
DEPT. HB2, WASHINGTON, PA.
Duncan
"The loveliest glassware in America"

IT'S WORTH MENTIONING

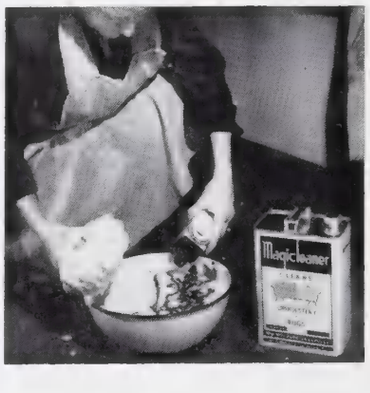
CONTINUED FROM PRECEDING PAGE



The wood-like limed oak finish that this N-B-Enamel trio (there's a Swedish Maple trio, too) creates on wood, metal, or hardboard surfaces works rejuvenating wonders on old, dark-wood furniture. You apply it right over the old finish, be it stain, varnish, or paint. No need to so much as sand it. Either trio costs $5.20 (treats dining table and 6 chairs or equivalent). N. B. Enamel Co., 4100 Bergenline, Union City, N. J.

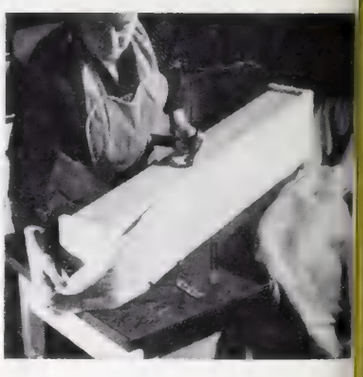
Insects and dirt find no crevices to burrow into when Sani-Base is on the job. The flexible rubber molding always fits like a glove and the waterproof, brush-on Sani-Cement that affixes it creates a tight, enduring seal, even on tile. Ordinary shears cut the durable, verminproof strip (20-feet) to needed length. Fast-color gray, red, blue, green, yellow. $4 complete. Cass Products, 6127 N. Cicero, Chicago, Illinois.





Here's a recoloring marvel for faded rugs and upholstery. And so simple. Just pour the needed amount of Magj-Col-R-Foam into Magicleaner to create the wanted tone and apply the mixture as you would any foam cleaner. Available colors intermix to create others. Beige, taupe, brown, blue, gray, green, red, rose, rust, wine, yellow. $1.59 (8 oz.); Magicleaner, 79 cents qt. Magicleaner Co., 55 Jones Street, Newark, N. J.

Cut-to-size cotton padding, tacks, screws, mounting fixtures, and ready-to-assemble wood parts are all provided by the Nylco Upholstered Cornice Kit. You supply only the fabric. A novice can complete the project in short order. Cornice's crossbars accommodate two rods. The slots in the dust board afford a 12" mounting adjustment at each end. 42" or 60", $4.99; 84", $5.99; 120", $10.99. Edith Chapman, Nyack, N. Y.



PHOTOGRAPHS BY FRED LERNER



The spacious grilling decks of Universal's proficient Cook-a-Matic easily handle such dual cargoes as four man-sized flapjacks and a dozen sausages, six eggs and four rashers of bacon, or six hamburgers plus buns. Used as a top and-bottom grill, it takes on four large sandwiches and provides headroom for even 3-deckers. Cook-a-Matic's waffle grids handily deliver four 4" x 5" squares. $34.95 Marshall Field's, Chicago, Illinois



NO USE TALKING every woman KNOWS the beauty-making magic of curtains in crisp HATHAWAY DOTS (above)... that lend a special twinkle to every room, look so enchantingly delicate. In perfect taste, yet priced to please any budget.

And now see HATHAWAY CRYSTALUME (below), the *new*, different cotton marquisette with a lovely white glow and the starched look of organdy. But no use talking, every woman knows America's favorite curtains are made of

DOTS · ORGANDY · NYLON · CRYSTALUME

HATHAWAY *Curtain Fabrics*





FREE!

Send for FREE New Decorators' Booklet containing professional ideas on: Fabric Favorites, Window Problems, Caring for Curtains, Choosing the Correct Curtain

Hathaway Mfg. Co., Dept. 5H
New Bedford, Mass.
Send Free Booklet to:

Name_____

Address_____ State_____

City_____



Encanto presented here in pure white, achieves the ultimate in classic simplicity. Fashionably plain or in decorative pattern, the subtle grace of each Encanto shape becomes an eloquent expression of ageless elegance in any modern setting.

FRANCISCAN Fine CHINA

MADE IN CALIFORNIA BY GLADDING, McBEAN & CO.,
2901 LOS FELIZ BOULEVARD, LOS ANGELES, CALIFORNIA

Manufacturers of ceramic products since 1875

WHERE DID HE INHERIT HIS TALENT?

CONTINUED FROM PAGE 20

Leah could play music and sing, and possessed talent for painting. She spoke and read French, English, Italian, and read—secretly so as not to obtain a bluestocking reputation for too much learnedness—Homer in the original Greek.

Felix sprang from these parents. He was the second child. Abraham used to say in later years, when Felix had become famous, "Formerly I was the son of my father; now I am the father of my son."

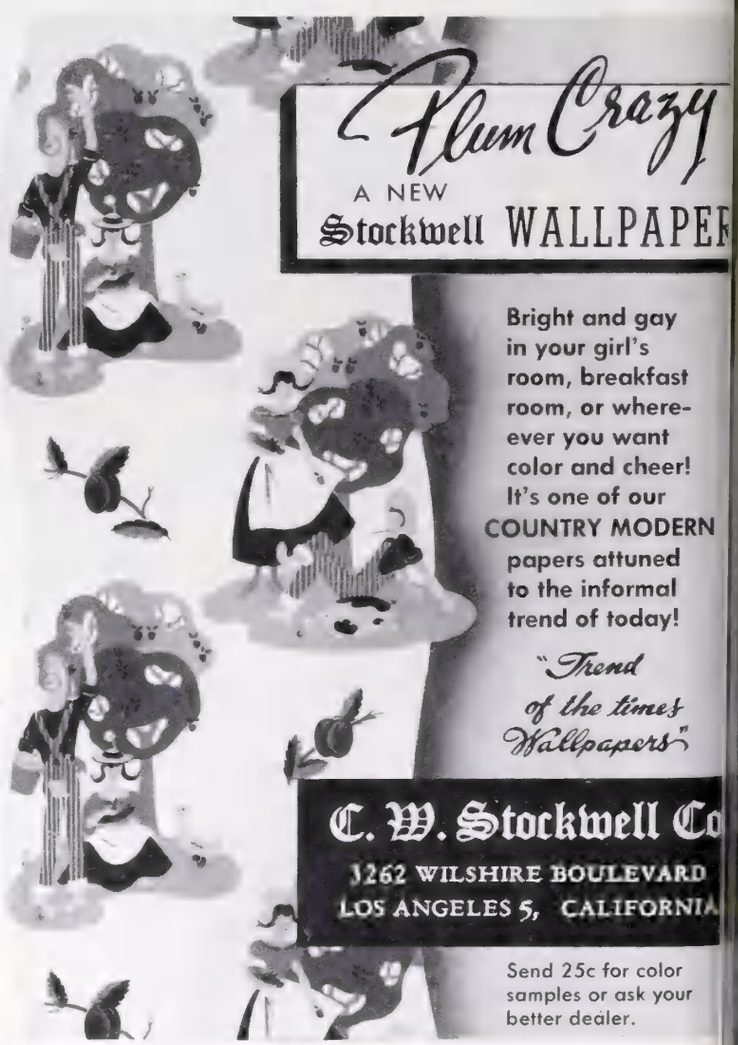
FELIX was given a most careful upbringing, the upbringing of "a gentleman," though according to modern standards his schooling was so strenuous that it would be considered almost cruel. He and his two sisters rose at five o'clock in the morning in order to be tutored in the various arts, to learn languages, to read the philosophers, the Bible, and study mathematics.

In spite of this rigorous regime, no conflict existed between father and son, and to the very last Felix had the highest respect for Abraham's judgment and considered him his best friend and adviser. When at the age of six Felix began to show an aptitude for music, no parental opposition was laid acros his path. He was allowed to do pre cisely what he wanted to do.

Since the family never met wit any reverses, Felix never had t earn his own living. His father sen him to Switzerland, Italy, an France. He gave him the oppo tunity to enrich his life by comin into contact with the great an famous of the period, notably wit Goethe, who conceived a particula affection for Felix. The boy wo everybody. He was very handsome

Though he was a master of mu sic, he was also a Jack-of-al trades. Here again the fates ha endowed him in almost fairy-ta profusion. He had a talent f drawing, and his water colors, which almost 100 survive, show skill far above that of the dile tante. The verses he wrote are n bad either, and in his letters h developed a vividness of descri tion, a liveliness of temperamer and a knowledge of people's cha acter which would do credit to Boswell. He played chess and b liards with skill, was a good a round athlete, and an excelle horseman and swimmer.

(*Continued on page* 169)





For wear-saving and enrichment of your carpets there is nothing that equals the life-long resilience . . . the natural softness . . . the economy of genuine OZITE.

Truly, the time when you'll appreciate your OZITE Cushion is ten, twenty years *after* you bought it! What other product in furnishings have you ever known that offers literally a lifetime of undiminished perfection in service?

Made of the finest selected hair, reinforced with adhesive fabric center. Clean, odorless because Ozonized. Permanently mothproofed. Remarkable in fire-resistance and insulating values. Made with just the right natural springiness yet firm enough for restful walking.

CIRCLE TREAD

OZITE

PERMANENTLY RESILIENT

CARPET CUSHION

Guaranteed by Good Housekeeping

HE ORIGINAL RUG AND CARPET CUSHION . . . IMPROVED . . . PERFECTED . . . FINER TODAY THAN EVER

. . TRIUMPH OF 85 YEARS' EXPERIENCE AS THE WORLD'S LEADING MANUFACTURERS OF HAIR PRODUCTS



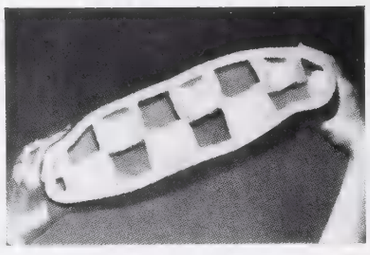
PLAYTEX WORLD'S ONLY GOLD SEAL GUARANTEE PILLOW

protects your family against germ reinfection

SCIENTIFIC TESTS* prove harmful nose and throat germs breed inside old-fashioned pillows. These tests also show PLAYTEX Pillows inhibit the growth of germs, combat germ reinfection.

Today—throw away your old-fashioned germ-laden pillows. You owe it to your family's health and comfort to have them sleep on PLAYTEX Pillows—acknowledged the greatest pillow value in America!

*U. S. Testing Co., Inc. Report No. 110550



PLAYTEX SECRET: "staggered core" construction cradles your head in the most restful position. This scientifically perfected pillow has millions of microscopic air cells that "breathe"—stays dust-allergy-mildew-free!

CHOOSE YOUR FAVORITE PILLOW HEIGHT!



Regular Height Pillow, in white, pink, or blue extra-fine, long-wearing Sanforized cotton cover **$9.95**

Extra Plump Pillow, in white, pink, or blue extra-fine, long-wearing Sanforized cotton cover **$10.95**

Also luxurious non-slip rayon satin covers or concealed zippers, slightly higher.

Beautifully gift-packaged. At department stores, furniture stores and sleep shops, everywhere.

For every occasion . . .
no gift compares
with the gift of sleep!

Fashion Magic

ON CBS-TV Nationwide Network
PLAYTEX presents "FASHION MAGIC"
(See local papers for time and channel)

INTERNATIONAL LATEX CORP'N. ©1958 Playtex Park Dover Del.
PLAYTEX LTD. Montreal, Canada

THROUGH AN OPEN DOOR

CONTINUED FROM PAGE 91

Washington or anywhere else. We have to make-shift with the rented houses and apartments and, even if we own our own houses we may not be able to afford a complete redecoration. But it is astonishing what a minor alteration may do.

A friend of mine recently moved into a funny little cottage which had been remodeled half a dozen times. When she took it over, the bathroom—between bedroom and living room—opened directly into the living room. Of course, the door was supposed to be kept closed at all times and, of course, it wasn't. An unexpected caller entering the living room might be confronted immediately with the end of a white built-in cupboard and a clothes hamper. My friend and I pondered the matter and when we finally placed a small bookcase where the clothes hamper had stood, placed a lamp upon it and hung a picture above this, the open door revealed what looked like another small hallway.

In one of the many houses we have lived in, the door to the kitchen was directly opposite that of the living room. There was a swingi door to be sure, but when the tal was being set or a meal bei served, the kitchen was unmista ably visible. After due consider tion, upon the white wall th revealed I built a shallow sh rack and arranged upon it brig glass and china. It did not take a space away from the utilitari work area but when the door swu back, one glimpsed what mig have been the end of a breakf nook. If I had put plants on t shelf, it would have suggested corner of a garden room.

SINCE then, whenever it is pos ble, I have arranged my kitch in such a way that when the doo ajar one does not see sink, sto or refrigerator, but a small ta with a plant or a bowl of fr Thus from the hall or dining ro the quickly caught glimpse catc an attractive view. In one kitch I painted that section of the w which was visible from the hall color which blended with that the latter. It gave a decora

(*Continued on page* 214)



it WALLPAPER...



YOU BUY *BEAUTY*...WHEN YOU BUY Birge

There's more loveliness than you ever imagined . . . in rooms enriched with the stunning colors and decorative distinction of new Birge Wallpapers. Most of these superbly printed, washable and fade-tested papers are color-coordinated, for greater ease in establishing room-to-room color harmony.

Never has wallpaper contributed so much in helping *furnish* a home! Sparkling new ideas greet you again and again among the hundreds of 1951 Birge patterns now on display at leading stores and decorators. Always look for the name "Birge" . . . leader in wallpaper since 1834.



THE BIRGE COMPANY, INC., BUFFALO 1, N. Y.

you buy Beauty from a BIRGE BOOK!

How to leave home and like it

By Louisa M. Comstock

A pleasant way to see an especially pleasant sector of this continent is the St. Lawrence-Saguenay routine which the Canada Steamship Company, Montreal, will set in motion for 1951 on June 9. (And, the St. Lawrence being the popular river it is, the sooner you go the better.) These are not luxury cruises. But you will find Canada steamships well conditioned, courteously served, and popular with people you'll enjoy knowing. They are also handily versatile. You can use a Canada steamship to make your way from Montreal to Quebec City only, for instance, or to get to Murray Bay, where the Manoir Richelieu opens June 16, or Tadoussac, where the Hotel Tadoussac opens on the same date. Or you can take a round trip, including the Saguenay River as far as Bagotville —$51.40 up from Montreal, plus tax; $30.60 up from Quebec. You can make it continuous or break it up by stopovers.

In addition, of course, there is the very popular "S.S. Richelieu" one-week cruise, starting June 18, from $102. plus tax. On this leisurely round you get, besides the gentle Laurentian scenery of the St. Lawrence and the misty bastions of the Saguenay, a day and night at Quebec City, with a side trip to Ste. Anne de Beaupré and Montmorency Falls. There's sufficient time ashore at Murray Bay to use your guest privileges at the Manoir's swimming pool or on its scenic golf course. At Tadoussac, do the same at the Hotel Tadoussac's swimming pool, golf course, (*Continued on page* 237)



DRAWING BY MARGARET BLOY GRAHAM

PROVINCIAL CUPBOARD AND OLD PEWTER

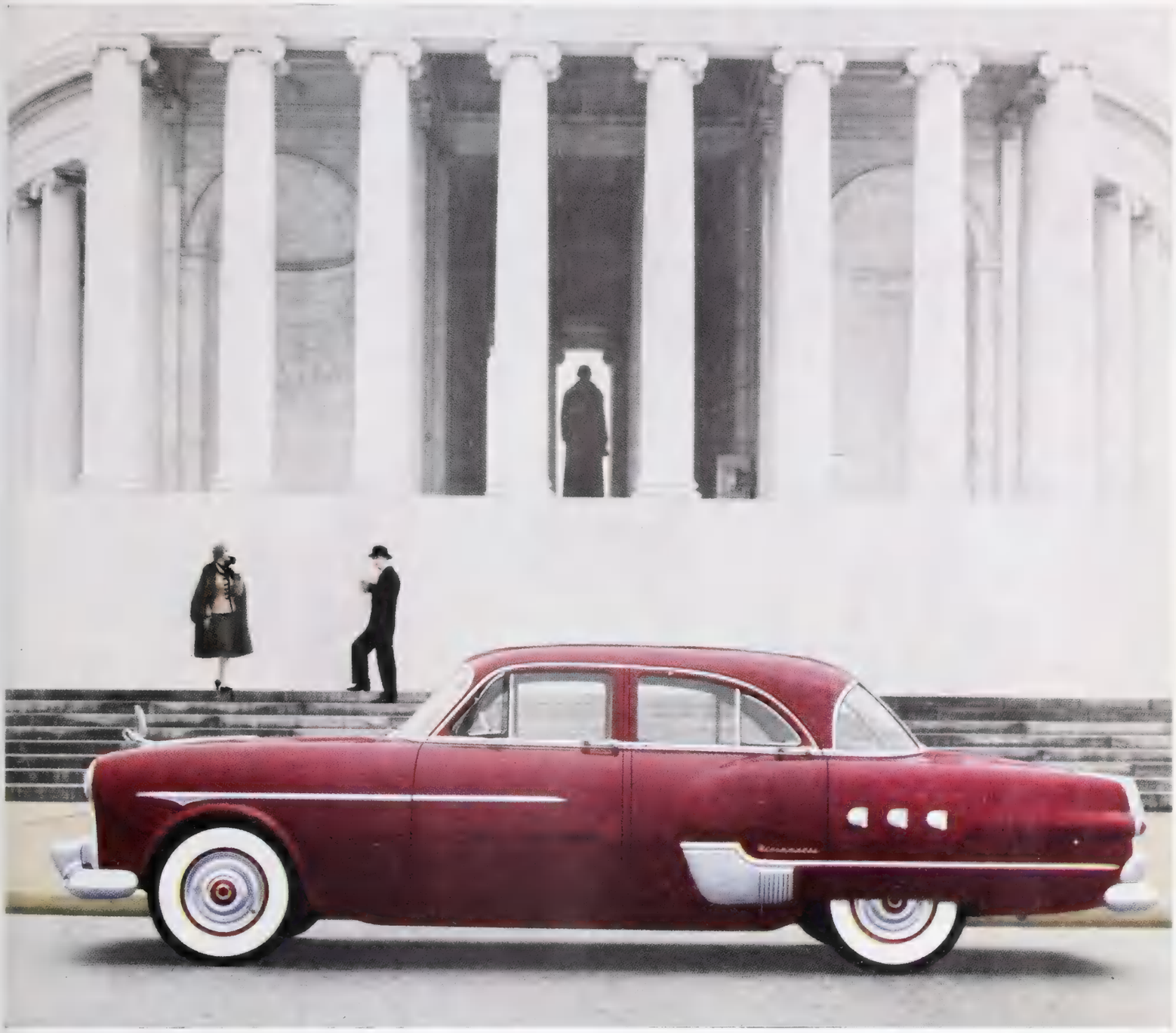


AT HOTEL TADOUSSAC ANTIQUE CANADIANA GET DAILY USE



PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels



1951 Packard Patrician '400'—one of nine all-new models

So far ahead . . . with so much behind it!



To thousands of new owners, the 1951 Packard represents more than the most beautiful, finest-performing car of the year . . .

Most of all, they have told us, its purchase represents the fulfillment of a lifelong dream.

And that, we are proud to reply, is precisely what this car means to Packard!

Never, in all our 52 years of building fine cars, have we produced a car so worthy of the finest name in motordom. Never have we built a car that you can own with such enduring pride.

All it needs now is *you* . . . taking your introductory ride!

It's more than a car...it's a PACKARD *Ask the man who owns one*



Admiral

THE CLEAREST PICTURE IN TELEVISION

When it comes to *complete* home entertainment, everyone thinks of Admiral. It's a fact! Admiral makes more television combinations than all other brands put together. See this exquisite **NEW** Admiral today and you'll quickly understand why. You'll see the sharpest, brightest, clearest picture in television . . . Admiral's famous triple-play automatic phonograph . . . the super-powered Dynamagic radio. All in an authentic 18th Century cabinet with generous record storage space. Also available in a wide selection of modern and traditional cabinets with rectangular picture tubes ranging from 14″ to 20″ . . . priced as low as $349.95, excise tax included.

ON TV: "Lights Out," NBC, Mon., 9 PM, EST . . .
"Stop the Music," ABC, Thurs., 8 PM, EST.

Seventeen inch TV

Model 37K35

House Beautiful
MAY 1951



Defining the

AMERICAN WAY OF LIFE

executed in the

NEW AMERICAN STYLE

Once a year House Beautiful devotes a whole issue to showing a home which is perfect and complete to the smallest detail, and which represents the best current values. This one symbolizes what the average American now has, or can reasonably expect to achieve by his own endeavors under the American democratic system

The American Style living room



It mixes old and new without self-consciousness

Americans resent being told they must or must not do something. That phase during the 1920's, when we thought all furnishings in a room had to be of one period, did not go down well with Americans. Now we know better, have outgrown such timidity, and mix old and modern with distinction. Result: no more slavish copying.

It turns toward the outdoors in both winter and summer

Our great strides of progress in controlling all hazards of climate has let us get more intimate with nature. Now it is reasonable to have glass walls that open at the turn of a door knob. This in turn produces new ways of handling heating and screening. (Details further on.)



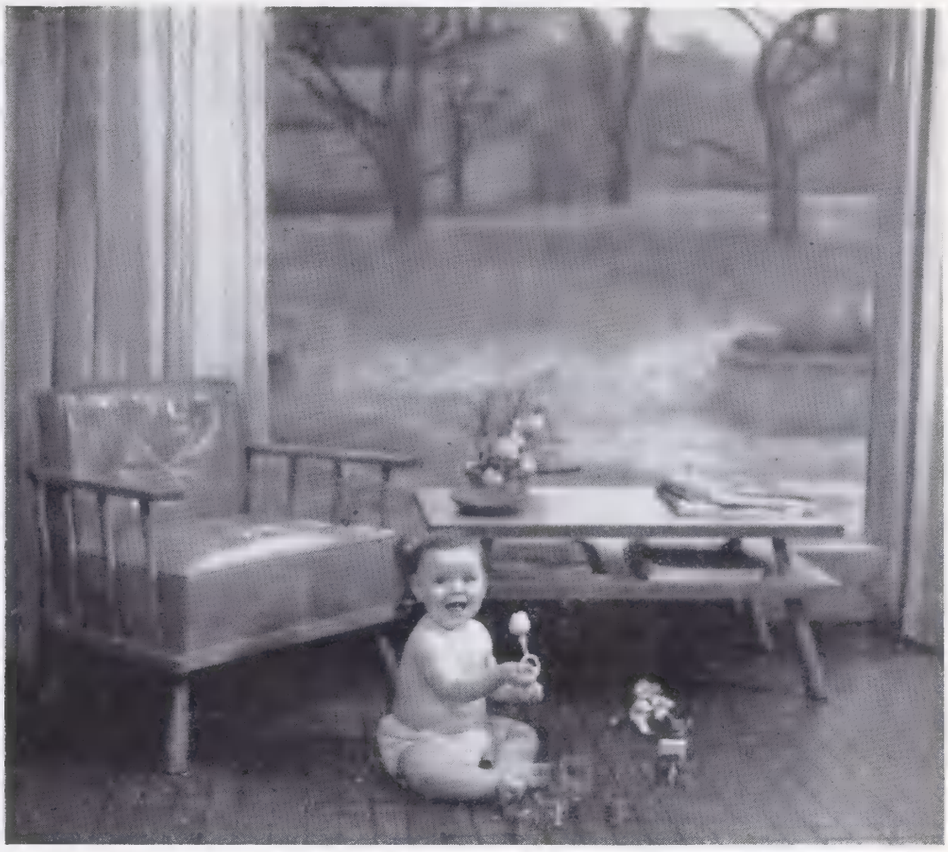


It is always ready for all occasions, with no taboos or prohibitions about its usage

Because a living room that is truly American Style is made of easy-to-maintain materials, it does not need the coddling of the "period parlor" or the "museum set" room. Since it is designed primarily for use—all kinds of use by all ages—it has a flexibility of character that is easy to live with. It tolerates a reasonable amount of the human clutter of daily living. Result: It invites relaxed and easy informal manners which are the earmark of modern Americans.



American Style living room (continued)



PHOTOGRAPHS BY JAMES ABBÉ, JR.

It changes its mood with the occupants

In the new American Style house, the baby belongs as much in the living room as in the nursery. Our high control of climate, resulting in heated tile floors and insulated glass walls, frees us from many old handicaps (of laborious cleaning, drafts on the floor, colds in the head) which we once thought were inescapable burdens to be borne uncomplainingly. Now we know better.



It is snug and cozy on cold nights

Waffles in front of the fire on Sunday night in winter can have the same homey feeling as in a quaint relic of a house. The American Style living room loses nothing of the emotional warmness and sentimental elation that Americans want to experience in their homes. It surpasses in producing glamorous effects—for hospitality to friends or for poignant moments in private.

It merges with the porch in summer

The porch has always been an American institution. But our understanding of how to integrate it with the living room and dining room grows every year. Here it merges with indoors so well there is barely an imperceptible line to mark where indoors stops and outdoors begins. It becomes a second living room in warm weather—shaded, breeze-swept, secluded from street and neighbors. That's the new goal.

Details about living room, porch and terrace on page 175

The people whose talents made this Pace-Setter house:

Julius Gregory, *architect*

Thomas Church, *landscape and site planning*

Robert Chuckrow Construction Co., *contractor*

William Manker, *color styling*

Maynard Parker, *all photography unless otherwise stated*

Doremus Mills, *heating engineer*

Thomas Pursley, *electronic controls engineer*

Rosedale Nurseries, *landscape nurserymen*

T. H. Robsjohn-Gibbings, *furniture in living and dining room*

Edward Wormley, *furniture and carpets in master bedroom and den*

Kenneth Volz, *furniture in second bedroom; design consultants,* **John Gerald and Katharine Kinnane**

John Jacoby, *fabrics*

Lucio Costa, *patterned tile*

Mariska Karasz, *all embroidery design and execution*

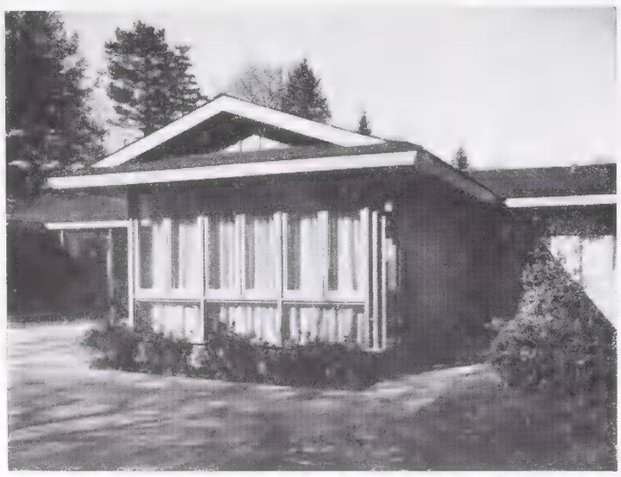
Spencer Smilie, *plastic panels, lanterns, door marker*

Gerald Thurston, *lamps in master bedroom and den*

John Van Koert, *silver flatware*

Clare Potter, *dresses*

Guy-Gil, *aprons with wheat design and blouse*



On exhibition—The Pace-Setter House, 57 Judson Avenue, Dobbs Ferry, N. Y., will be open to visitors from April 16 through June 30, daily 2 P.M. to 9 P.M., weekends 11 A.M. to 6 P.M., under the auspices of the Junior League of Bronxville. Proceeds from the $1 admission fee will benefit charity.



HOW TO USE

Each year HOUSE BEAUTIFUL builds a Pace-Setter house. Our intention is to inspire you, to give you ideas to adapt for your own life, to offer you a contemporary standard against which to measure your own home plans, dreams, and present realizations.

Some years we create a house which is so completely the ultimate in architecture, landscaping, and decorating that, in its entirety, it could be afforded by only a very small percentage of our population. Other years the Pace-Setter house has been of particular interest to people in the income bracket of $10,000 to $12,000. This year's Pace-Setter house could be afforded—complete—by families in the $20,000 to $25,000 income bracket. For it can be duplicated (without furnishings) in the same county, with the same specifications, in the spring of 1951, for a shade more than $50,000. This price does not include land, shrubbery, or fees, but it does include everything structural: fences, terrace paving, driveway, service yard facilities, and all the structural parts of the carefully planned landscaping.

To tell how much this house would cost in your town, use these facts to roughly compute its cost. It contains 1,733



PACE SETTER

THIS PACE-SETTER HOUSE

square feet of *enclosed* living space, which should be multiplied by the prevalent price per square foot that quality building is currently costing in your town. In addition to the enclosed space, there are 1,122 square feet of semi-enclosed or partially developed space: porch, garage, breezeway, and basement. Figure this at half of the prevalent cost per square foot in your town. That would give you a rough estimate of what a reputable contractor might charge for a similar house. (Don't forget to add land costs and cost of landscape materials.)

This plan is right only for a lot facing west. For a lot facing east, it could be reversed—flopped over, so to speak. For this house, to be properly oriented for a cold climate, must be placed so its main glass wall faces south, which means south must be on the side line of the lot. It would *not* be a good plan for a south-fronting lot or for a north-fronting lot, since it would be impossible for the glass to face south.

In a mild climate without heavy heating requirements, perhaps a saving of 10 per cent might be achieved in the costs. Or, if the house were built with lower structural standards or with fewer embellishments and niceties, it might be achieved for as little as $30,000 to $35,000.

But what meaning does this house have if you haven't $50,000, or if you don't need a cold-climate house, or if you already own a house, or if you live in an apartment?

It can show you how to reorganize life where you now are. In these pages you can find new ways to arrange old furniture, new color schemes for repainting and re-upholstering. You may find help on how to store garden equipment, or a new slant on how to shop for groceries. You can learn how to ventilate a roof in summertime, or how to shade a window when there is no roof overhang.

The composite ideas of this one house can be a yardstick against which to measure your own mode of living, wherever it may be. For the house was designed to be a symbol of the accepted practices of good living current in this year of 1951. It is a kind of crystallization of the meaning of our times—its technologies, its social values, its aesthetics, and its emotions. Taken in its entirety, it has one kind of meaning. Taken in its individual component parts, it has another kind of meaning. One or the other or both apply to you.

The new American Style puts *people first*



Not all styles have been made for the people—people in the broad social sense we use in America. Some styles have been for *some* of the people—for the nobility, or for the government, or for the big landowners, or just for the poor. But in America, where people as individual human beings are given the greatest consideration in the history of civilized man, our values about the rights of people could not help but affect design. Social attitudes eventually affect the form of houses, automobiles, furniture, clothes—everything we live with.

The American Style is an expression of the characteristic attitudes underlying our kind of life. Since that life has always been a living, changing thing, so is the style which expresses it.

To recognize the American Style of today, you must see whether the thing expresses honesty, beauty, simplicity, and fitness for purpose. These were the characteristics that typified Early American design 200 years ago. But you can find these same qualities expressed in terms of *today* in objects created of today's materials and technologies, and designed to fill today's needs.

It is the forms which express these basic principles—not in any particular time but in all eras—that identify the American Style. Our time has produced its own style embodying these same principles.

This Pace-Setter house for 1951 should be looked at mainly in the light of what it can do for the people who live in it. Every smallest thing has meaning—the color of the paving on the terrace, the curve of the driveway, the color of the house and fences. Every part of the design came about for a good reason. Nothing happened by chance. Everything was done for a purpose—to improve and ease daily life, and yet to please the eye and gladden the soul.

In May 1950, HOUSE BEAUTIFUL first started to report on this new American Style. We said it had been emerging for a long time—that the American Style had been developing in architecture, furnishings, cooking, and all the minor arts. During the last twelve months, we have published 325 pages of evidence, showing you how diverse and varied, how rich and versatile is this new expression of our life in the 20th Century. We have talked about its numerous shapes, naturalistic colors, its wealth of textures, and its tendency to glorify the material.

Now, here is a whole house designed in its entirety to embody both the spirit and the letter of the new American Style. Every facet of this house should deepen your understanding of how our attitudes and values affect the forms and appearances of our lives, and end up by producing a clearly recognizable style.

Everything about this house is designed to express directly what we Americans think important in our private lives at the present time.

You will find this Pace-Setter house has these American Style characteristics:

It is designed to serve—rather than to impress.

It is modern, but not extreme modern.

Its lines, shapes, and proportions have grass roots in



PHOTOGRAPHS BY JAMES ABBÉ JR.

Everything in the design of this Pace-Setter house sprang from a concern with the services that the house could render to the people who are to live there



our architectural past. Yet it is no slavish copy, and it has altered familiar forms in the interest of achieving better performance.

It is easy to live with because its materials, finishes, and surfaces were chosen for being easy to maintain.

It reflects an independence of taste, for it mixes old things with new, and bows to no cultist dictums.

Walt Whitman said, "Architecture is what buildings do to you." But the reverse is also true: Architecture is what you do to buildings. All history shows that the different societies of different times and places have produced different forms of architecture, and that buildings which are truly serviceable to their times produce a special beauty of their own.

This house has that kind of beauty—the beauty of appropriateness, the beauty that springs up inevitably when something does well what it is supposed to do. This house shows that our attitudes of the heart (which are symbolized by our historical forms and shapes) can never be completely wiped out by change and progress. This house is testimony that it is the nature of the social animal in a free society to change by evolution—not revolution.

For even though this Pace-Setter house and every small thing in it are devoted to the service they must render, it does not stop here. It makes us feel "at home," rooted, secure, familiar. That is because the new American Style gratifies the emotions as much as it does the intellect. For the new American Style, which is essentially modern, stresses human values which, unfortunately, some styles of modern do not.

Watch how even the smallest things about this house serve people ⟶

The New American Style puts people first (continued)

Because people come first in this American Style house, all the "little" things from doorknobs to flatware were painstakingly chosen to add to the day-by-day comfort of the people who use them. These are small essentials you may not think much about in terms of personal comfort until you remember what pesky irritants they can be if they're awkward to manage or out of scale with the human hand.

All the doorknobs here are smooth, pleasant-feeling aluminum, shaped to fit easily into your grasp. Rounded, undulating sterling flatware fits curves and hollows of palms and fingers, and it's so nicely balanced that, despite its weight, it won't tip out of plates or saucers. More on page 205.



Easy in the hand, pleasant to the touch and good for the eye, this satin-finished aluminum doorknob is part of Pace-Setter's matched hardware. More data on page 231.

PHOTOGRAPHS BY GEORGE LAZARNICK



Even the table silver adds to its users' personal comfort. It's easy to hold, actually designed to fit the contour of the hand

The 2 -car family with a 1-Woman Kitchen



The ownership of two cars has become as common as servants have become uncommon. These two facts are not as unrelated as they seem. Both are results of the social machinery which constantly works to save us time, free us from drudgery, make us more mobile, and let us do more kinds of things. Improved kitchens give us freedom to use two cars. Now moved into the center of the house, kitchens become the hub around which all family living revolves. →

A one-woman kitchen (continued)

The new kitchen is the heart of the home, literally as well as figuratively. This is no accident. It is the result of the new way of living which has gradually come about in America, and of the attitude of the woman of today toward her house and family. We like to live casually, informally, but at the same time insist on a smoothly running, gracious household. The attainment of this aim involves many changes in our way of thinking, for, as a rule, it depends upon the organization of household work by one woman, and one woman alone. She is wife, household manager, cook, nursemaid, laundress, and while this sounds like a large order, it can be achieved by thinking through the problem.

Locating the kitchen literally in the center of the house as this one is, is one of the biggest steps forward. The convention of putting it at the back of the house is a relic of the times when it was manned by servants, when cooking was a long, laborious, and messy process, and when equipment was comparatively unsightly. Today we proudly regard the kitchen as equally important with the living room. As such, it rightly becomes the pivot around which all family activities revolve. From it, our "one woman" is monarch of all she surveys, and she surveys everything.

American women today have a healthy respect for work, inherited from Puritan forebears. But they also respect the marvels of machinery and are more than willing to make the considerable investment equipment represents. They know it will perform tedious tasks quicker and better than has ever before been possible. They know, too, that by letting machinery do the work, they free themselves for Red Cross, Parent-Teacher meetings, and all the other community activities in which they take part.

The kitchen on our cover, on this and on succeeding pages, takes advantage of today's technologies. It lets machines do the dishes, wash the clothes, dispose of the garbage. And by its choice of materials it reduces long-term maintenance and day-to-day clean-up almost to the zero point.

Cooking goes on here ⟶

Four-unit range top is built into tiled peninsula, separate ovens into cabinets alongside. Overhead, a concealed ventilator whisks off steam and odors.





Tools and utensils easily at hand

Drawers beneath range top are sized to hold everything logically used at range: pots and pans, casseroles, baking tins, spoons. Note pot lid rack.

No room for drudgery

American women now do their own work unashamedly. So the kitchen is no longer a mere work galley for servants. It's the domain of the lady of the house, where from personal experience she has devised ways to eliminate drudgery and to enjoy her surroundings. Typically American is a heavy investment in mechanical equipment and tape-measured storage cabinets in a kitchen that is as inviting as a living room.



It's the center of the house

All activities revolve about this open kitchen and the important one woman who works here. No longer relegated to a back-of-the-house existence, from here she can see and talk to guests in dining room or on the terrace, to children playing in the service yard. When accordion-like dining area partition is folded back, kitchen enjoys cheerful southern exposure. (See plan on page 124.)



A one-woman kitchen (continued)



Open planning has many benefits

The intimate and open relationship between dining room and kitchen is shown in the photograph, right, and on the cover. This kind of open planning lets each area share the sunlight, air, and views of the other, makes serving meals quick and easy, and keeps the lady of the house always in close contact with family and friends. Each area benefits from the prettiness and the charm of the other.



Privacy when wanted

Folding doors draw together to separate completely kitchen and dining room, when privacy in either is desired. For there are times when extra activity is best accomplished without interference. With doors closed, you can clean out the refrigerator, process a lot of vegetables for the freezer, or prepare a surprise party without fear of interruption.

—Food tastes better on a pretty table

Americans today like a casual, informal kind of entertaining, but this does not mean we are willing to abandon the gracious way of life typified by pleasant table appointments. On the contrary, we realize that creative use of fine china, glass, silver, and linen, accentuates the appetizing quality of the food itself.

More about this dining room on page 205



6 P.M. *on a dinner party evening, yet youngsters can dine on tranquil schedule under Mother's eye, but out of her way while she prepares dinner for guests*

A one-woman kitchen (continued)

One of the most fortunate fruits of our changing times is this —as servants have gone out of the American home, our children have come into it. Our youngsters are literally growing up as participants in the workings of the household, for they are now constant companions of the nursemaid who is none other than Mother, the cook, the shopper, the house-cleaner, and general manager. There's rarely space for separate children's quarters, so our babies must take their place in society at an early age, eating with the family, using the whole house as freely as the grown-ups. And, by virtue of their powerful influence, they are redesigning our homes so that there is no conflict between their right to unhampered childhood and adult rights to peace of mind.

For example, this open kitchen-dining-room is placed so that Mother can prepare dinner in the kitchen without confusion. Daughter can eat peacefully in the dining room, yet they can enjoy each other's company.



ALL DRESSES BY CLARE POTTER

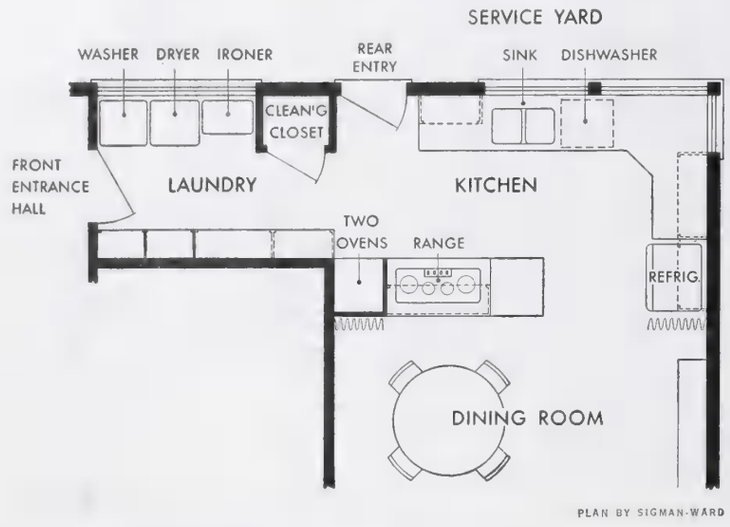
PHOTOGRAPHS BY JAMES ABBE JR.

Hospitality here is a natural, easy amenity, the way Americans want it. We have long since stopped aping stilted traditional forms of entertaining, for one busy woman can't put on a formal show as though she had a staff in the kitchen, when every last guest can see that she's doing it herself. So we—and our new houses—are facing facts.

The arrangement here, for instance, puts the food, the table, the china and linen cabinet all within steps of each other. The one-woman hostess-cook can prepare the meal and set the table without a hectic race from one room to the next, which consumes time and energy. A ventilator keeps the air clear and odorless—and the hostess fresh and unsteamed. At dinner time she draws a folding wall across the kitchen scene and seats her guests in a pleasant dining room, still one step away from the kitchen. She serves them herself, without delays or apologies, for her guests know the way the world is going, too. Such unpretentious, easy entertaining is the new American way.

7:30 P.M. *and the dinner guests are gracefully served at the same table the child used an hour earlier, but in a dining room created by a folding, kitchen-screening partition*

A one-woman kitchen (continued)



PLAN BY SIGMAN-WARD

Americans take pride in efficiency. They have a knack for streamlining work to make it go faster produce better results. This is just as true in the kitchen, work center of the home, as it is in the factory. And streamlining work requires calculated planning, as this kitchen demonstrates. It is not the feet and inches that count, as much as the way they are apportioned. This kitchen, as a matter of fact, is quite small. Over-all length is 23′, width at the widest point 8′6″. But the space is broken up so that meal preparation and clean-up are concentrated in a space only 14′ x 8′6″. From any one spot where she is working, a woman need take only a few steps to get to any other spot in the kitchen.

Somewhat apart from this kitchen proper is the laundry, requiring only 6 running feet of space. In this "wing," too, is plentiful storage space, one of the keys to leisure in homemaking. It lets you keep on hand a large inventory of staples and processed foods. Without such storage space, you would have to go back to old-fashioned daily marketing. With it you market only occasionally and have on hand at all times an adaptable backlog to cope with any emergency or whim of the family's appetite.



It's no trouble to bake a cake, what with all the ready-to-use mixes available, and an electric mixer, housed in its own cabinet.



A dishwasher makes dishes clean sparkling. All *you* do is put them a

Cove lighting reflects up on ceiling, down on counters, to give kitchen true glareless glamour. Lights under cabinets spotlight work areas.

Detailed information about this kitchen on page 204



Heavy articles are within easy reach on revolving shelves, utilizing corner.



Root vegetables are safe and accessible in ventilated, pull-out shelf-bins.



A complete beverage center is off by itself, away from cooking activities.

A one-woman kitchen (continued)



Today's laundries are socially acceptable

Today's compact good-looking washers, dryers, and ironers are entitled to the same prestige as our handsome kitchens. Now laundries move upstairs, take their place as part of the house to be proud of. Because they are accessible, you can do a load of clothes (as it accumulates) between other chores. This combination laundry needs only 6 running feet.



Wash day without work

A combination laundry like this lets you double up on household chores. While machines are washing and drying clothes (weather outdoors doesn't matter), you can be making beds, cleaning, gardening, cooking, writing letters. When they're ready for the ironer, pull it out and up like a typewriter from a desk.



PHOTOGRAPH BY JAMES ABBÉ, JR.

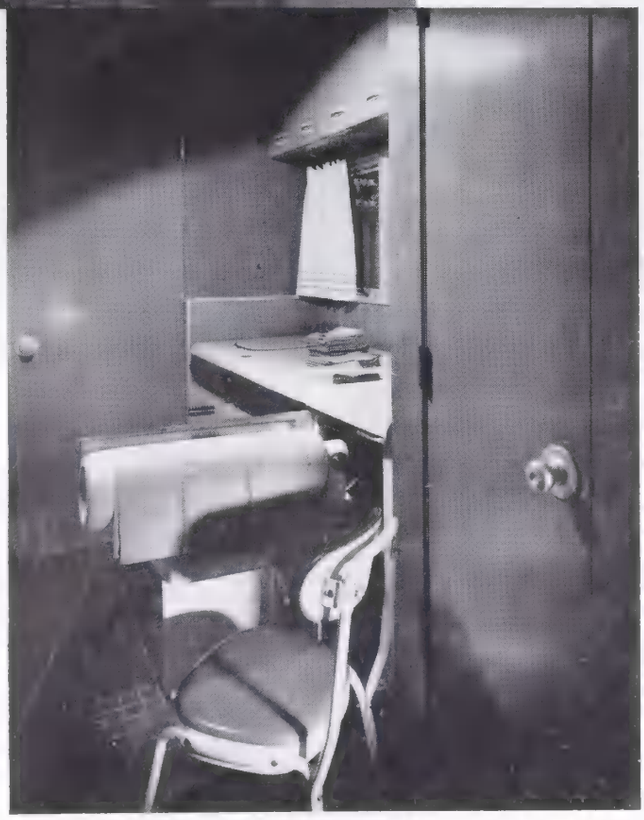
Machines take over laundering

Americans probably have the highest standards of personal and clothes cleanliness of any people. And it's the housewife's responsibility to maintain these standards. In the past, the job took many laborious hours, made many aching backs. Ironing was one of the dreaded parts of it. Now, you can do your ironing sitting down comfortably, let the machine take over. It's as easy as driving a car. And it tires you as little. When finished, you're cool, collected, fresh, freed from a heretofore exhausting task.



No heat or humidity here

Laundering is no longer a hot, steamy job. A ventilator, cabinet-concealed over combination laundry, catches heat and moisture at the source, exhausts them via dome-like vent.



For more about this laundry see page 205

PACE SETTER

To increase living space

furnish Bedrooms to double as private sitting rooms



Intensive use of all floor and wall spaces was our goal. Furniture arrangement is entirely new. Result: this 12′ x 16′ room performs 4 functions. Man's chest acts as headboard, is useful from both sides.



Desk is bed's headboard. Desk top is same height as wall-hung cabinet behind bed. Even the lamps do double duty. Sun and dappled shadow, so pronounced in this solar room, are theme of fabrics and carpet.

A bright and pleasant place all our own for retreating from even the family is a personal indulgence Americans covet. With houses shrinking in size as costs go up, bedrooms must be more than sleeping rooms. They must be full-scale living rooms. This master bedroom does it. In daytime, beds roll under wall-hung cabinets and, with bolsters, turn into really comfortable sofas. Decorating echoes blooming apple trees outside. Turn page to see how sofas convert to beds.

Story of remote-control lighting which operates from this master bedroom is on page 228





Bedrooms double as sitting rooms (continued)



How daytime sofas convert for night use. Bed moves easily on rubber wheels from under wall cabinets, clearing full bed width for sleeping comfort. Cabinets become generous "night table." What was once the ungainly studio couch (uncomfortable by day and night) has turned into a good-looking, high-performing asset—a nice example of how the new American Style is coming of age. Embroidered flowers on blanket echo carpet.

Tile strip on window wall is for plants. In winter lush-foliaged caladium flourish in full southern sun. Glass curtains of "Orlon" soften strong sun of late winter and early spring before roof overhang starts to shade room.

Full details about master bedroom and bath on page 170



Ground floor bathroom needs privacy from outdoor activity. It's provided by plastic screen laminated with fern and inserted inside window glass. It stops the eye but not the light, makes a lovely pattern by day or night.



Entrance to bedroom is also a dressing room with furniture used as "built-ins" and actually set into the structure. Windows here overlook main terrace, so privacy problem is again solved by plastic, laminated with wheat.



Bedrooms double as sitting rooms
(continued)

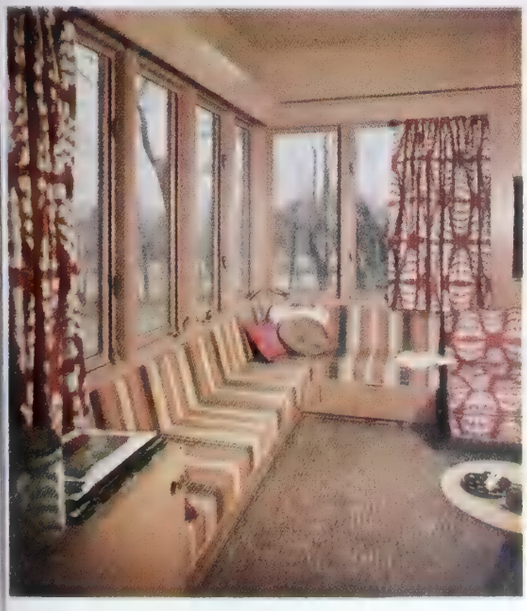


Halls are generally waste space. Here, hallway is normally part of this room, thanks to folding partition that disappears into a wall pocket when room isn't serving as bedroom. Plan on page 137.

Three uses are packed into this one bedroom. It's a library and study. It's a guest bedroom. It's a television room. It also contains the neatest space-making trick of the year—a hall that isn't there except when you want the room to be private

Eleven people can sit comfortably in this room for a television show—thanks to generous seating facilities. Yet furnishings don't have repetitious monotony of theater seating. All materials are nearly damage-proof. Window seat "upholstered" in tile sets new high in practicality.

More information about this bedroom on page 170



Roman-stripe design of tile seat gives upholstered look. Radiant heat shining from ceiling takes chill off. Note storage underneath.

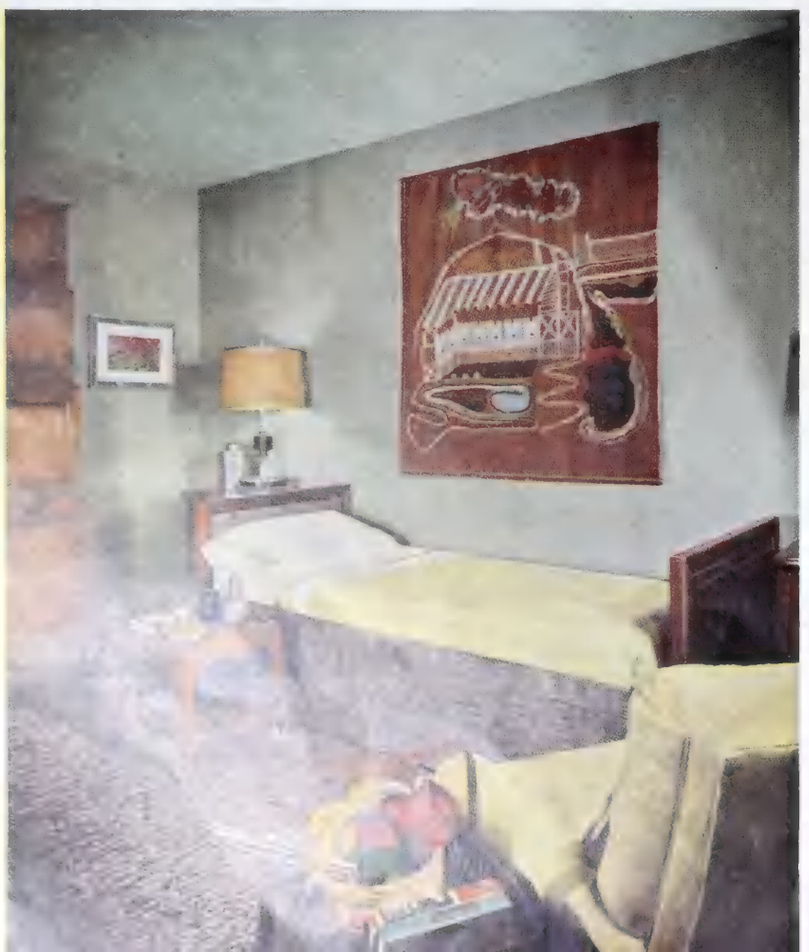


As you pass through this room in daytime, it looks like another living room. Window placement and high sills make walls 100% usable.



Bed made up for a guest at night, with partition drawn. Note fabric motif embroidered on sheet and pillowcase: new type of corner light.

1



2



3

Bedrooms double as sitting rooms (continued)



4



More about this bedroom and bath on page 173.

1 Second bedroom, furnished for daytime use as sewing or sitting room, is oriented to get the southern sun in winter. At night traverse-drawn curtains, patterned after calico patchwork, cover windows, give privacy and coziness.

2 Room gets its familiarly comfortable look from modern furnishings with nostalgic overtones, like wool carpet's rag-rug texture, the naive farm embroidered in needlework. Skirt on bed matches tailored daytime "sofa" spread.

3 In 7′ x 5′ bathroom, tile-top built-in cabinet serves as a counter, holds towel rack. For privacy, window is "lined" with leaf-embedded plastic. Cater-cornered glass shower stall leaves space for full-length mirror (not shown).

4 Four stacked cabinets, each engineered with shelves and drawers, fill about every storage need of a complete bed-sitting room, yet use no more space than a dresser. One section opens as a desk; one has a mirror-lined door.

5 Brass-fitted cherry chest, like bed and stacked cabinets, has provincial roots. Carved base supplied embroidery motif for bed linen and towels (opposite). Along window wall, tiled built-in holds plants on top, books below.

5



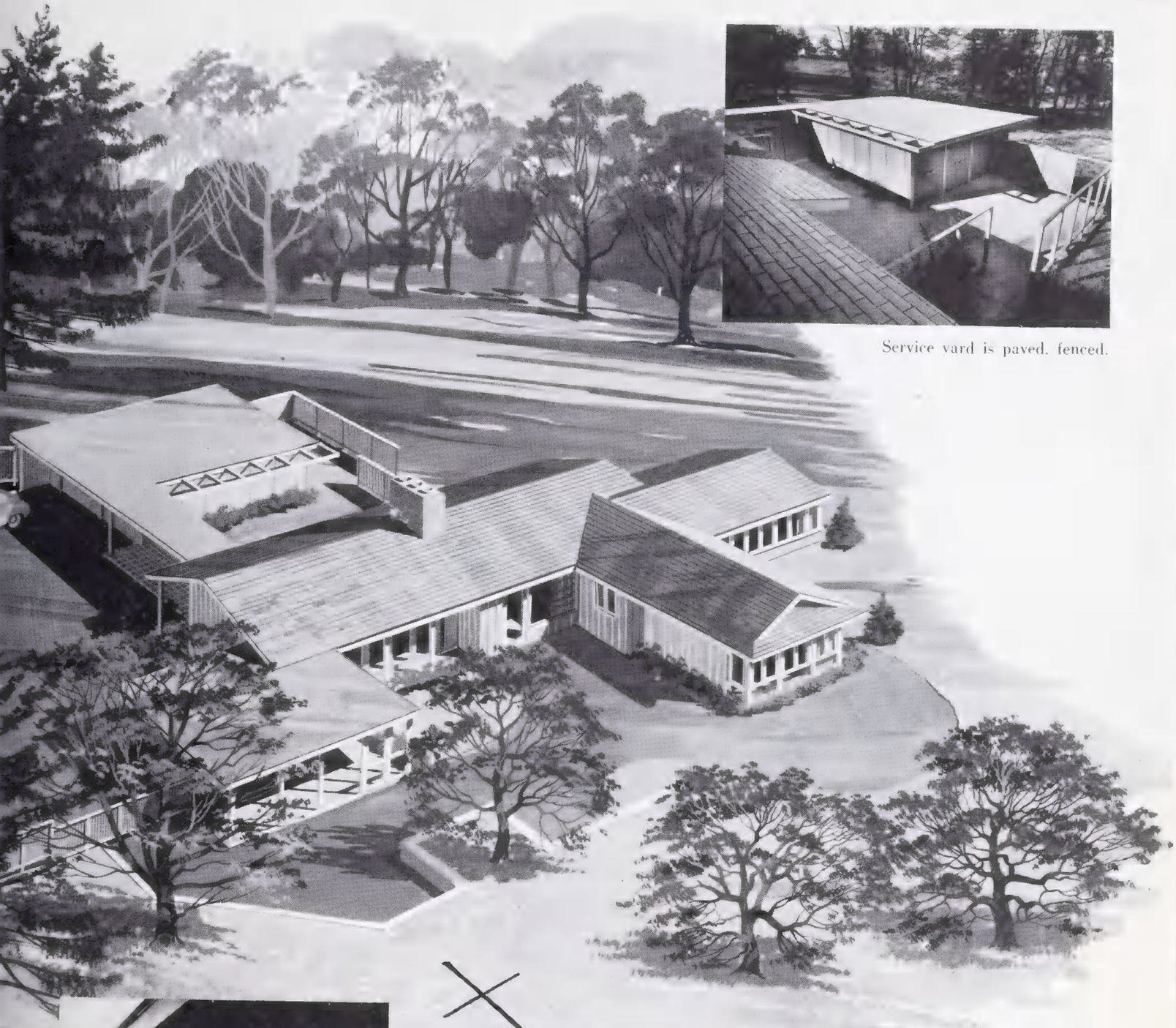
This house was planned for Climate Control and Privacy

Big court serves 2-car garage, front door.





We built this Pace-Setter on an average lot, deliberately, to prove that you don't have to be very rich or very lucky to win privacy, outlook, and Climate Control. The lot had a west-facing frontage of about 130 feet, a depth of 225 feet, and a slope to the north. Its only unusual feature was a line of fine old pines and hemlocks, parallel with, and about 50 feet back from, the street. For privacy and summer afternoon shade, we naturally placed the house behind them. To make the most of the southern exposure, we sited the house close to the north property line. To handle motor traffic, especially guest parking, we gave up the northwest corner of the plot to a big, sweeping U-shaped drive. It provides ample space to park 10 to 12 cars off the street and still permit through traffic. Service yard is placed to north, between kitchen and garage. (*Continued on page* 234)



Service yard is paved, fenced.



Staggered fences screen service yard.

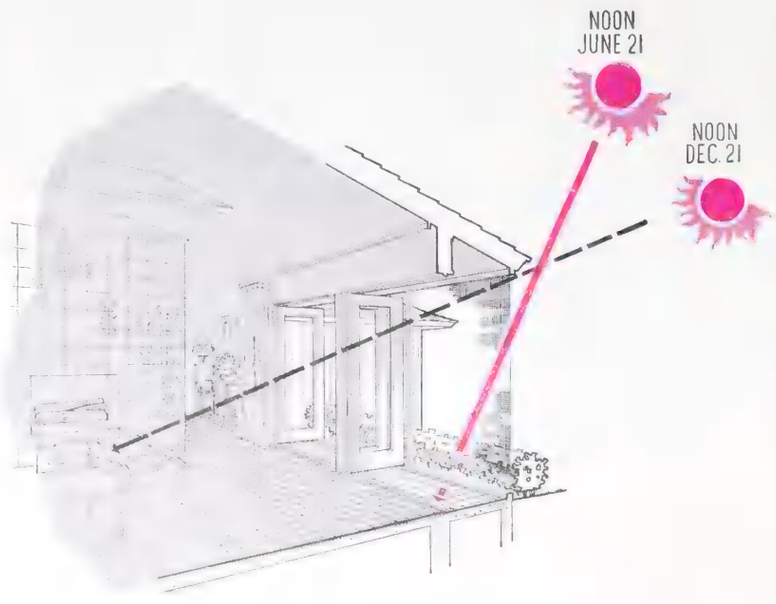
Privacy and pleasant outlook are provided for all rooms in this Pace-Setter plan. Four of six get winter sun and garden view. Living and dining rooms, porch and terrace flow together for comfortable, warm-weather living. Evergreens shade house and grounds from late western sun, yet terrace will be a warm, wind-free sun pocket at midday in wintertime.



DRAWINGS BY VINCENT FURNO

This picture of winter comfort is the result of close attention to detail

Climate Control is a lot of little things



Whether your house is comfortable year round depends on many things—big and little. And very often the performance of big things like the heating plant is affected by "little" ones like the width of an eave or the way the roof is vented. Most American climates, with their big difference between winter and summer extremes, demand close attention to these little things. And by such attention, the living room of the Pace-Setter can be both sunny and snug in winter (above) and shaded and breezy in summer (left). To achieve this flexibility, careful study was made of a lot of little things—glass, weatherstripping, hardware, width of eave, screening, color of painted walls. This sort of design-for-comfort is like a druggist's prescription—measured amounts of specific items. On the facing page, you'll see the carefully blended ingredients.



Sealed insulating glass gives cold weather comfort

For cold weather comfort and cheer, the Pace-Setter uses lots of south-facing glass. It is double to cut down heat loss in winter, and shaded to prevent heat gain in summer. It opens up for summer ventilation and is separated from garden paving by a grass strip. This turf cuts down glare, cools air that moves across it.



In summer, entire south side is screened ⟶



In winter, screen is rolled up and stored ⟶

Any south wall that's comfortable, summer and winter must be flexible. That is, it must be snug and weather-proof when closed. Open, it must admit every vagrant breeze. And, in this climate, it must be screened. In the Pace-Setter house, this problem is licked by stretching a continuous "curtain" of plastic screen at edge of eaves. This eliminates screen doors and frames with all their problems of maintenance and storage. It also improves intimate visual relation between indoors and out.

See "How to Lick the Insect Problem," page 224.



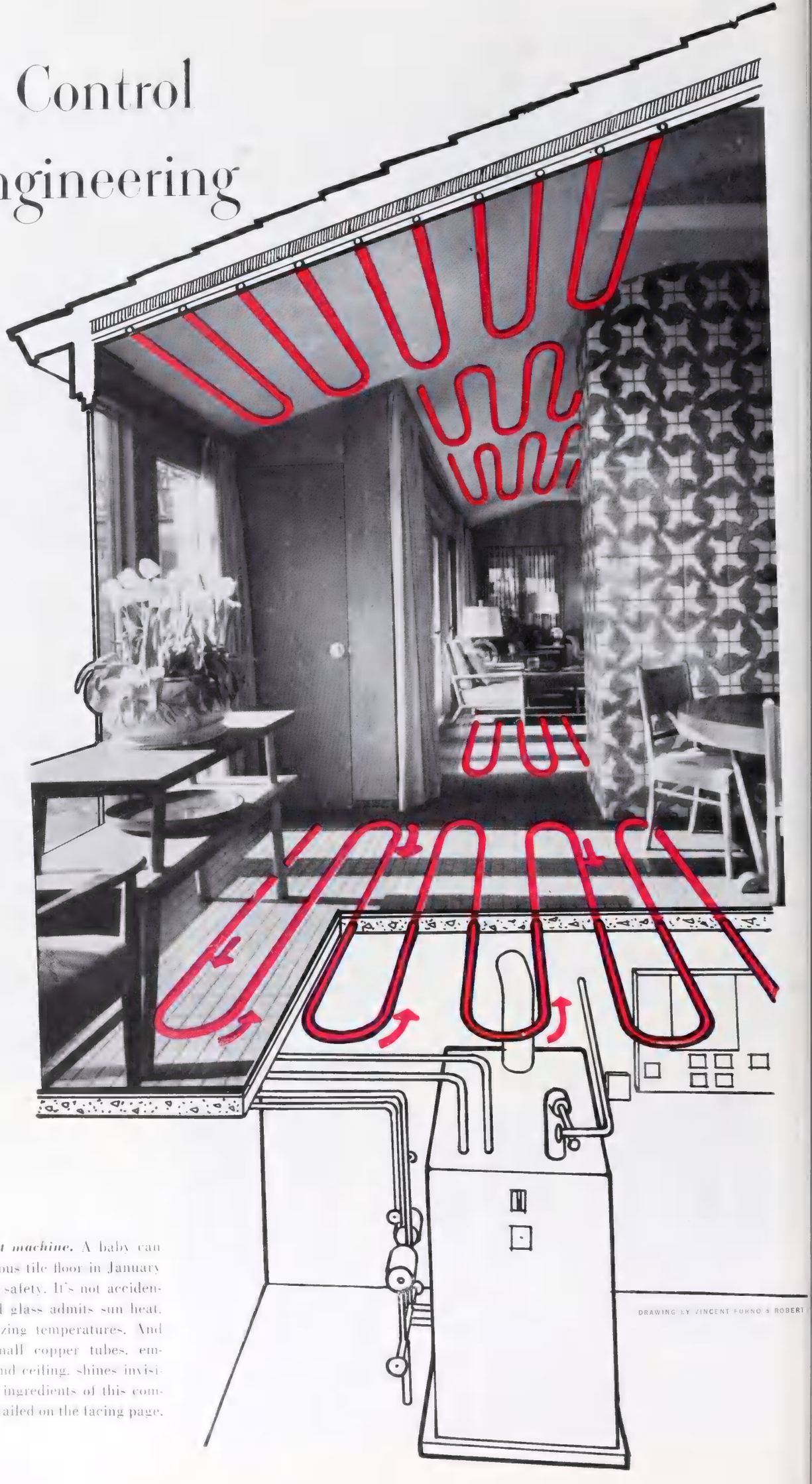


Weather-proof flexibility

A flexible wall means a lot of joints. Whether it is made up of casements, sliding sash or, as in the case of the Pace-Setter, hinged glass doors, such joints mean trouble unless they're properly designed. Here heavy, custom-built doors have careful weatherstripping and sturdy hinges to guarantee easy, trouble-free operation, lock top and bottom to give weather-tight closures.

For more details on hardware, see page 231

Climate Control is engineering



Portrait of a heat machine. A baby can play on this lustrous tile floor in January with comfort and safety. It's not accidental. Double-sealed glass admits sun heat, excludes sub-freezing temperatures. And a network of small copper tubes, embedded in floor and ceiling, shines invisible warmth. The ingredients of this comfort recipe are detailed on the facing page.

Ingenuity in the way a house is sited, the orientation and sizing of the glass, the use of windbreaks and fences—all these will modify your private climate in your favor. They make a sizable difference in the climatic load on your heating plant, but they are only *auxiliaries* to it. In cold climates, there's no substitute for a good heating plant and a well-insulated structure in which to put it.

This principle was recognized in the design of the 1951 Pace-Setter. As you can see from the site plan (page 137) and the fenestration (pages 138-9), no stone was left unturned to exploit the climate to the utmost. But the house has a heating system designed to yield enough comfort at sub-zero temperatures when there's no gain to be wrung from nature.

There are heating coils in both the tiled floors and plaster ceilings (facing page). This was done primarily to keep both surfaces merely warm to the touch. Had all coils been concentrated in either surface, it would have been uncomfortably warm. This arrangement also minimizes "heat lag" effect when sun comes out in cold weather. The floors are relatively cool and plaster ceilings cool off quickly. Hence the house does not overheat in cold but sunny weather.



Insulated walls and ceilings in the Pace-Setter guarantee that heating costs are held to a minimum. You can see how mineral wool bats are stapled into place between studs.

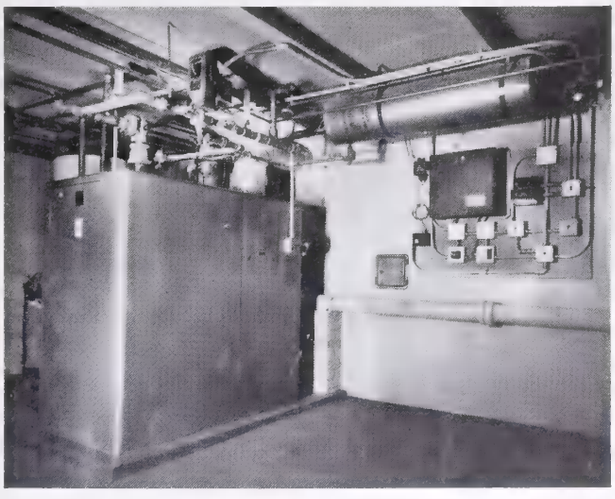
Vapor barriers—an essential in cold climates—are polyethylene plastic. It comes in rolls eight feet wide, is stapled on inside wall before finish oak plywood is applied.

More information on this subject on page 220



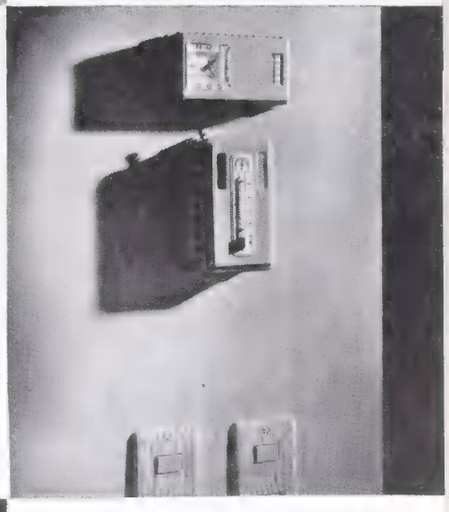
THREE PHOTOGRAPHS BY RUDOLPH E. LEPPERT, JR.





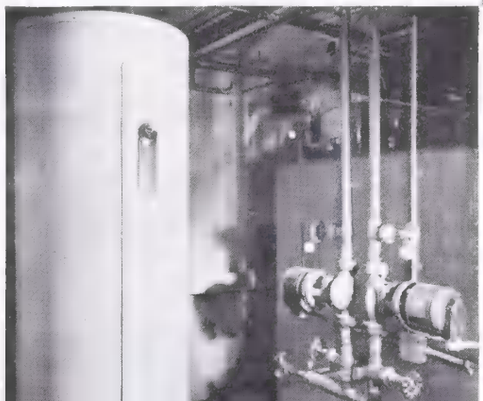
Heating coils of copper tubing warm both plaster ceiling and ceramic tile floor. This keeps surface temperature of both from getting uncomfortably warm in cold weather.

Electronic controls include indoor and outdoor thermostats, hooked together so that weather changes are anticipated. Clock permits time control of night temperatures.



Heart of heating system is this sturdy oil-fired boiler. Above it are hydraulic controls for heating coils. They are actuated by electronic "brain" seen on panel board at right.

Domestic hot water heater is separate system from heating system whose pumps (far right) circulate correct amount of correct temperature water to each room as it is needed.



For more details on heating system, see page 222.

Here is a Climate-wise structure

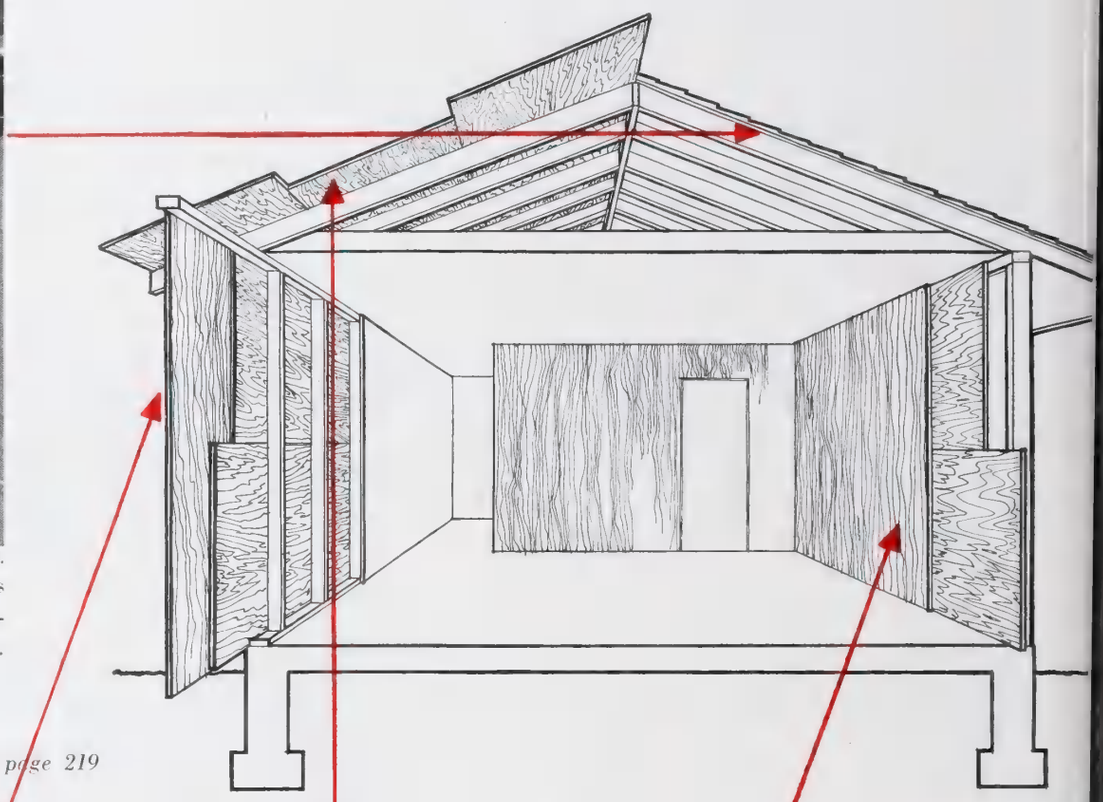
Structural materials in the Pace-Setter were selected—and their application determined—by their fitness to the climate



PHOTOGRAPHS BY RUDOLPH LEPPERT JR.

A tough roof of asphalt shingles was used to withstand intense summer heat, freeze-and-thaw of winter.

For more data on roofing turn to page 219



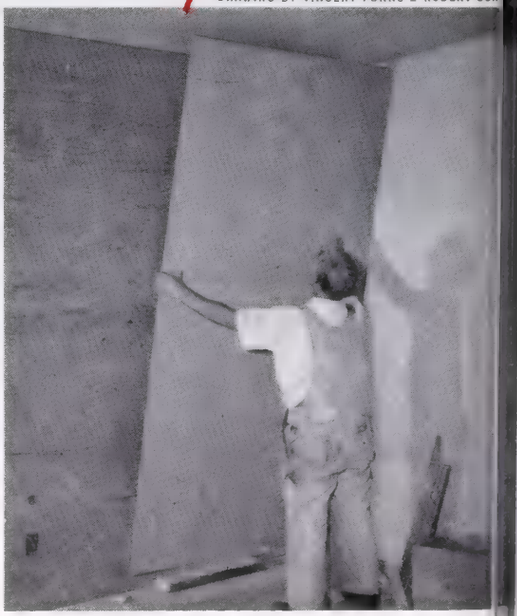
DRAWING BY VINCENT FURNO ■ ROBERT SCH



Exterior walls use two layers of exterior-type Douglas Fir plywood. Outer one is vertical; inner, horizontal. Vertical battens on finished wall are for texture only.



Sub-roof of sheathing grade Douglas fir plywood is stronger, lighter, quicker to install than ordinary sheathing. It also offers smooth, solid base for both sloping shingled roof (above) or flat, built-up porch and garage roofs (facing page).



Interior walls are surfaced with two layers of plywood, with plastic vapor barrier between and insulation behind. Here carpenter is putting up final layer of oak-veneer plywood. More details on this structure on page 218

All materials—even fences and outside paint colors—were chosen to weather well





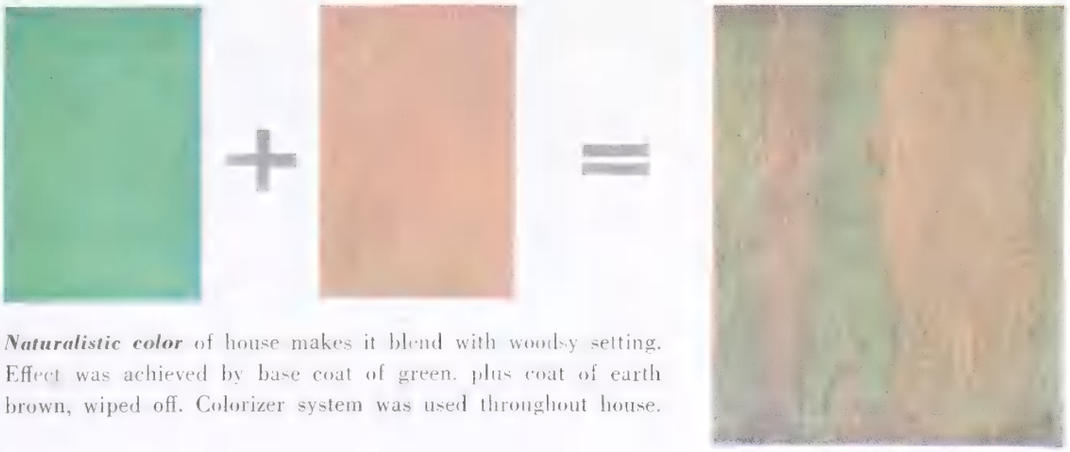
Thanksgiving cocktails in the garden—all you need is a sunny day. It is dry underfoot and the house itself protects you from cool winds. Furniture is weatherproof. (See page 176.) Two-tone color of house blends equally well into summer and winter landscape. Color of terrace is midway between light and dark—to prevent paving from getting too hot or causing glare.

How to have a longer summer

Thanks to Climate Control planning, this terrace will enjoy 10 to 14 more weeks of outdoor living than other houses in the vicinity. Fall and spring in Westchester County, N. Y., are manageable and manipulatable if you divert the wind from your terrace and catch the sun's warmth in a south-facing sun pocket. This terrace is 20° to 40° warmer than immediate environs.



May wine party, traditional festival celebrating the coming of spring, can be held outdoors at our Pace-Setter house, thanks to the orientation of the house. House itself creates a windbreak and sun pocket, thus producing a radically different climate on the terrace. This area is sunny now, but deciduous trees to the southwest will shade it all afternoon in summer. (See page 137.)



Naturalistic color of house makes it blend with woodsy setting. Effect was achieved by base coat of green, plus coat of earth brown, wiped off. Colorizer system was used throughout house.

See "How the House Was Painted" page 194







Shade—when and where you want it

Two views of the dining-room sunshade: canvas-covered for summer (left) and open for winter (above). Both pictures were taken on a winter day when noon sun was low in sky. But in summer, when sun is much higher, awning will shade glass completely. Awning is sun-, mildew-proof.

← Utilizing the winter sun is an important trick if you live in a climate like Westchester County, New York. Here south wall of dining area admits maximum sun in winter, subdues it with curtains on hot days in spring and fall, is fully shaded in midsummer by canvas "eyebrow."

CLIMATE CONTROL TRICKS

Summer ventilation without winter heat lags

The bedroom wing of the Pace-Setter is ventilated by a big attic fan in the hall ceiling. Quiet and powerful enough to give bedrooms a complete change of air each minute, this fan pulls air through ceiling louvers (below), exhausts it through attic louvers (right). Thus, in summer, whole system is wide open to permit fullest air movement. In winter, all louvers are closed—ceiling louvers shut automatically, those in attic are covered with plywood panel (right, below).

For more Climate Control tricks in this house, see page 195







What should be in a Pace-Setter "Pantry"



This 11-cubic-foot refrigerator can hold 95 different kinds of perishable foods—some in quantities of more than one. A modern refrigerator permits many perishables to be stored as staples. For list of actual contents, see page 198.

A good kitchen is no better than its supply of staples. Modern equipment alone will not give freedom unless coupled with a new point of view about food buying

The Daily Arts of Good Living



An up-to-date point of view about cooking is like a two-sided coin. The equipment is only one side of the coin. The other side is the food procurement methods which are practiced by the person who operates the kitchen. One without the other cannot produce truly modern living.

For a modern kitchen, to be modern, must be used in a different way from an old-fashioned kitchen if its benefits are to be really substantial. The changes produced by dish washers, garbage disposals, mixers, blenders, and such are wonderful, of course, but they alone cannot produce the total benefit possible in our times, of freeing the cook from the manual repetitiousness of three meals a day. The drudgery of cooking consists of many things besides dish washing and mashing potatoes. Daily marketing is also drudgery. Modern meal planning (which is food buying) means using the progress in food preservation techniques made by industry.

Stated in the terms of the woman in the kitchen, what we are saying is that we need to revise our old ideas about staples. But what we can always keep on hand is very different from what *was* or could be stocked 20 years ago. The list of today's perishables is very small, and the list of foods that keep indefinitely and which can be stored, is staggering. If you have a wide variety of things on hand, you are freer—freer to change your mind, freer to cope with unexpected emergencies, freer to be lazy, or to indulge your tiredness (which often appears unscheduled). You can be creative when the spirit moves you and the exciting inspiration appears out of the blue. Cooking is a bore when it ties you to the daily grind of a routine and the mindlessness of a printed recipe.

HOUSE BEAUTIFUL has been convinced of these principles for some time. But a good way to make a test case, which we could measure and secure costs on, was offered by the opportunity of stocking the Pace-Setter kitchen. We decided to stock the refrigerator, vegetable bin, freezer and staples shelves with the ideal supply of groceries, as an exercise to help us arrive at the minimum supply that we could recommend for a modern use of our lovely kitchen.

We worked out this problem with four women who are famous for managing their food and cooking affairs in an admirable, up-to-date manner, and who are also won-



The six top shelves in this Pace-Setter kitchen hold $150 worth of dry and canned staples. They were chosen to give our kitchen operator complete fluidity in her plans and to cut shopping to once a week. See general list of recommended staples on page 182.



HOUSE BEAUTIFUL'S minimum seasoning closet contains 39 dry spices and seasonings and six vinegars. It includes only 29 basic herbs, but some are different grinds. With these you can be "tempted" by any recipe. List on page 199.

derful cooks. We asked them to give us their lists of what they keep on hand at all times. All buy in quantity and likewise cook and freeze in quantity. All run their kitchens with the same principles that Big Business uses in the management of millions of dollars of operations. All of them, besides being good housekeepers, lead active lives outside the home and have interests in many fields. All of them have tried to eliminate the dreary parts of housekeeping, while still retaining the interesting and creative parts. All of them have attained a higher freedom from drudgery than most women realize exists.

Each of them has what Business Management would call a "revolving inventory" of food staples. The inventory of each household varies slightly from the other, but they have an amazing number of things in common. The woman with the smallest kitchen has only about $400 invested in staples at all times. Another woman, who also has a small kitchen, has built an ample storage room near her kitchen so she can buy in case lots and obtain discount prices. Her inventory represents, always, an investment of between $800 and $1,000. The other two women have revolving funds of around $600.

They all agree that the old division between staples and fancy groceries has broken down. Fifty years ago, anything beyond flour, salt, sugar, cornmeal, and molasses were considered fancy. Now anything you can keep on hand without spoiling is a staple. Only milk, eggs, and salad greens remain as the daily necessities which cannot be stored on a long-term basis. Even bread keeps in a freezer long enough to reduce bread buying to a once-a-month act.

The kind and amount of staples we keep on hand are, naturally, regulated by our habits and what we like to eat. How you set up your staples inventory depends on the nature of the numerous situations in your life which you must solve. The main point is to build up a big enough supply to keep you from running to the store or telephoning daily. The more long-term your planning, the more you reduce the number of times you have to repeat the same act. For the key to modern kitchen management is to cut the repetitiousness of your work. So study every phase of your work to find ways to do this.

All four women agree that some of the things which are the most expensive turn out to be cheapest in the long run. If a little bit of an (*Continued on page* 182)

How to use a Decorative motif

We picked the shock of wheat, long-time symbol of America's plenty, as the motif of the 1951 Pace-Setter house. We found it in many things—old and new. We embroidered it on tablecloths. We engraved it on the house stationery. We painted it as identification on the station wagon. We embedded it in plastic for lighting fixtures and opaque screens. It looked well everywhere, and gave the house continuity and cohesiveness. If you want to find an equally good decorative theme for your home, look through the new book, "Index of American Design." In it are some 300 completely American designs that you can find in antiques or in new merchandise

PHOTOGRAPH BY JAMES ABBÉ, JR.





As a decorative symbol on hous



As motif of an apron.



As a crest on the station wagon.



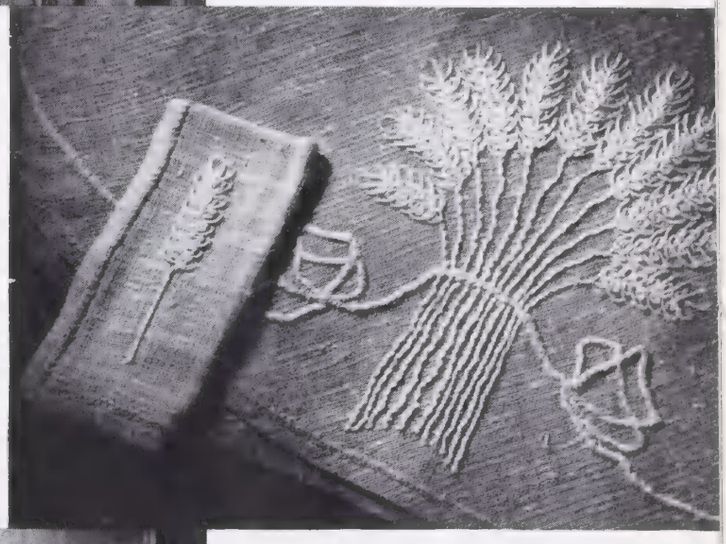
Imbedded in plastic lantern.



On disposable cloth napkins.



On an antique footbath planter.



Embroidered on table linen.



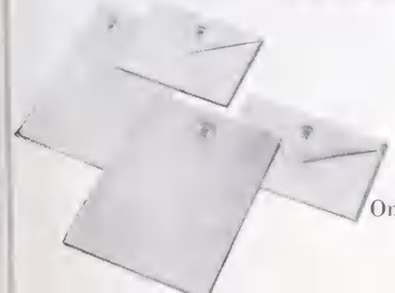
As a front-door marker.



In a plastic privacy screen in bathroom.



On dinner plates.



On household stationery.

More about these decorative motifs on page 188

Pace-Setter Fabrics in The American Style



"Carved Wheat"—from an early American bakery sign.

PHOTOGRAPHS BY BILL JACKSON

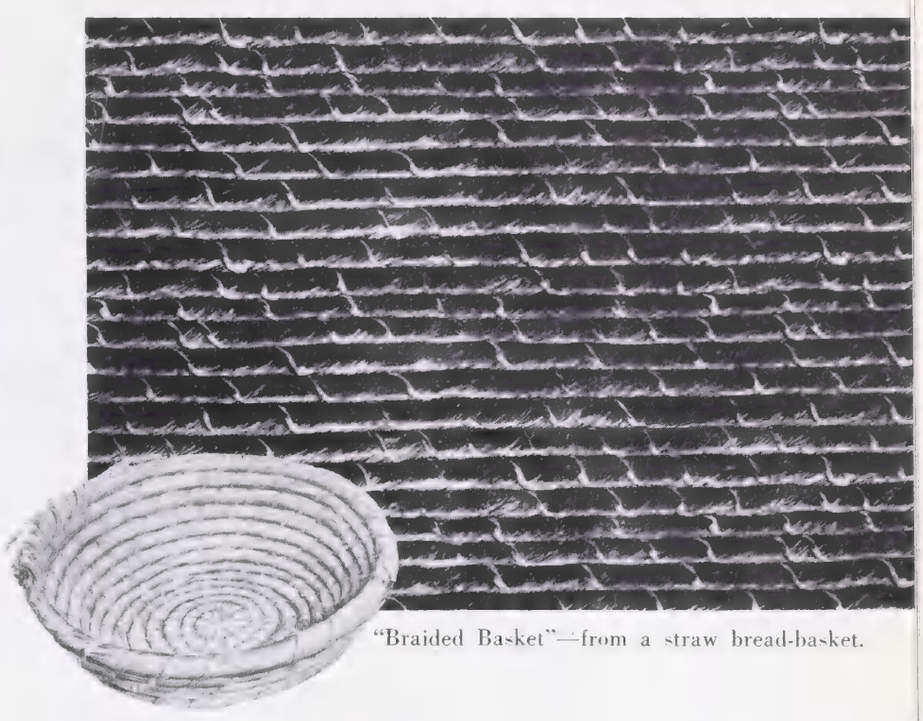


"Buttermold Eagle"—from the carved pattern of an early buttermold.





"Tree of Life"—from crewelwork.



"Braided Basket"—from a straw bread-basket.

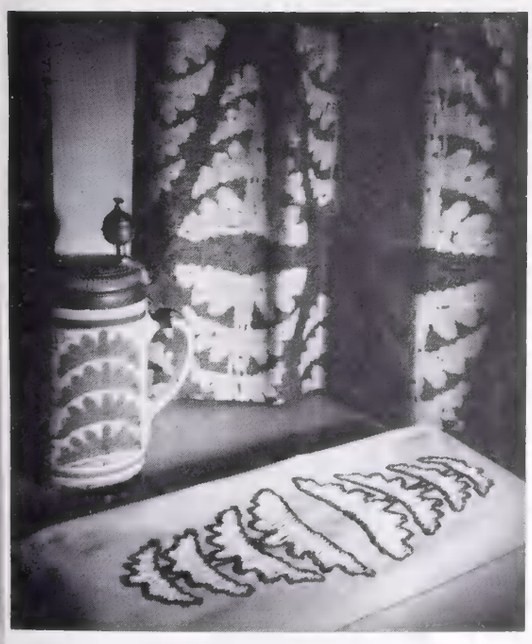
Thirteen new fabrics were especially designed for this house. Five of them, shown here, were not actually used in the Pace-Setter rooms but might have been, for patterns, textures, and colors are in perfect character with architecture and furnishings.

While all are contemporary in design feeling, each derives from some completely American design idiom. They show you how modern you can be without completely cancelling out our own rich and varied past.

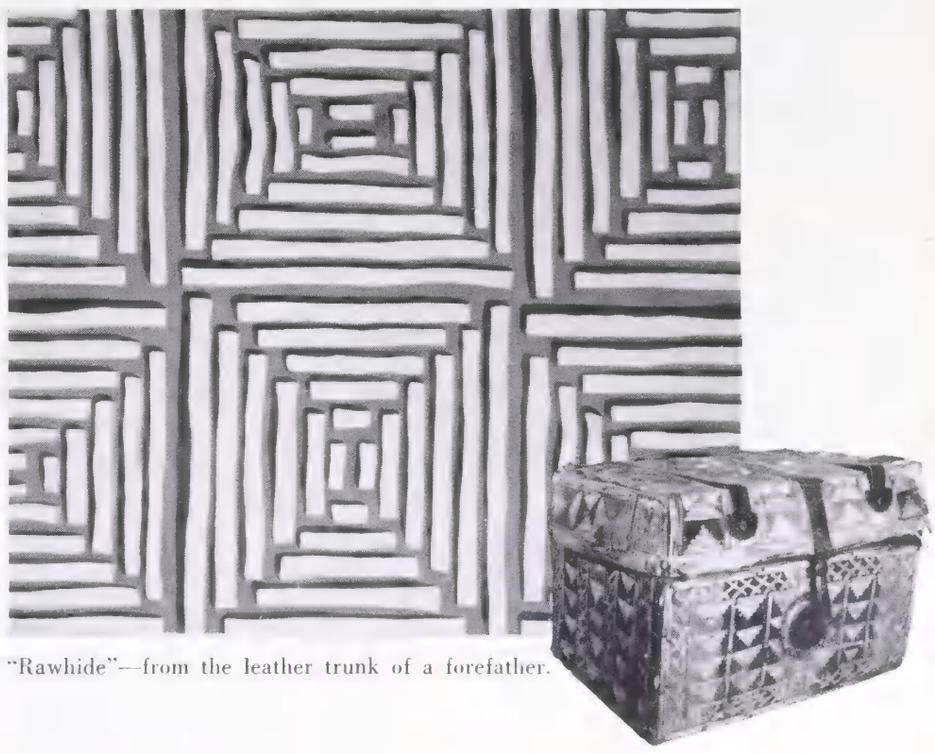
The inspiration for all of them came from the Index of American Design, that gold mine of documented Americana which reposes in the National Gallery in Washington for the use and pleasure of us all.

Many of the textured fabrics in this new group are strongly reminiscent of Shaker weavings. Another picks a motif out of a lovely old damask tablecloth. A buttermold, a leather trunk, a straw bread-basket, a piece of crewelwork, a bakery sign, and a beer mug were springboards for others in this Pace-Setter group.

All would look well in a traditional or a modern house. All would serve excellently in homes that use both period *and* modern furnishings. They represent a bridge between America's past and present, reminding us, nostalgically, of our national heritage. But they also represent change, progress, freedom to go on to better things. (*Continued on page* 181)



'Green Mountain"—from ceramic mug. (Page 132).



"Rawhide"—from the leather trunk of a forefather.

Landscapes without waiting

You need to figure your plants, paving, and the designer's fee as part of your building budget—or you'll wait years before your grounds are finished. In most parts of the country, you must buy full-grown plant material for the finished look

Why wait years for your garden to grow up? Why forego the fun of eating, playing, and entertaining outdoors until some vaguely distant time when small plants finally grow up enough to provide the necessary privacy, shade, wind control, and beauty?

Today we know how to design gardens that, at a surprisingly low cost, provide year-round beauty and all the amenities needed for luxury living outdoors from the very day that they are planted.

Unfortunately, many people forget all about the garden until the house is built. By then there isn't any money left. The house is done, but the grounds are not. This imposes a real hardship. First, the modern merger of indoors and outdoors makes them almost one. The unfinished outdoors is very much in view from indoors through all 12 months. Second, if the yard is not usable as extra living room, the cost-enforced smallness of today's house becomes more serious.

Gardens are an excellent investment. Your dollars buy three times as much space when spent on outdoor living rooms.

"But," you say, "you are not talking about us. You mean Florida or Southern California."

Not at all. The biggest saving occurs where the winters are coldest. The reason? The savings come about because garden living rooms avoid the expense of heavy walls and roof, thick insulation, and a heating plant. The colder the climate, the more you get for your dollar in developing garden rooms.

Count on eight or nine months of use in the New York area —if you build-in all the Climate Control tricks now known. No *one* garden room is comfortable for all nine months, of course, so build several garden rooms for use at various seasons. The garden shown on the opposite page in color is for use in the fall, also for spring. During summer you would move into the shade garden just west of this garden (plot plan on page 137) or into the screened garden room (page 139).

Just buying big plants and lots of walls and paving isn't enough. You must plan carefully. Money spent for good professional help in laying out your garden (*Continued on page* 242)

PHOTOGRAPHS BY EZRA STOLLER



This garden room 20′ by 30′ is only one day old. Its fortunate owners can live out here in spring and fall (more about this on page 145), and the planting itself makes the house cooler in summer. Plant on wall is espaliered apple, would be citrus in warm climates. Paving and grass cost $300, plants cost $200.

Entrance garden sets tone of the Pace-Setter. Contrast its effectiveness with usual "foundation planting" of little globes and spires. See it in color on page 107, and in detail on page 244.





Organized, locked storage for garden tools

Back of garage contains a storage unit engineered to divide the space into compartments of just the right sizes. Items normally used together are stored together. Color scheme of unit received same care accorded paint choices inside the house. Storage looks attractive even when exposed. Note trellis color accent. For details on cabinet see page 250.

t's the American way to have

System and Order everywhere



Linens are compactly "filed"

This linen closet is as systematic as a filing cabinet. What's more, it is handy to the dining room and bedroom it services. Every inch of storage space has been carefully sized to fit specific items from blankets and pillows down to small table mats. Note how tablecloths hang unwrinkled from three removable bars.





Nothing is overlooked

Everything in the Pace-Setter house has its own special place. Suitcases go in a tailor-made compartment over the linen closet. All the mechanics of this highly-organized custom storage-wall are hidden behind the handsome façade of light mahogany sliding doors.



The almost invisible closet

Although the Pace-Setter house is honeycombed with storage space, most of it is as unobstrusive as this built-in closet at the left of the entrance door. Sliding closet doors are plywood panels that blend with the walls of the hall itself.



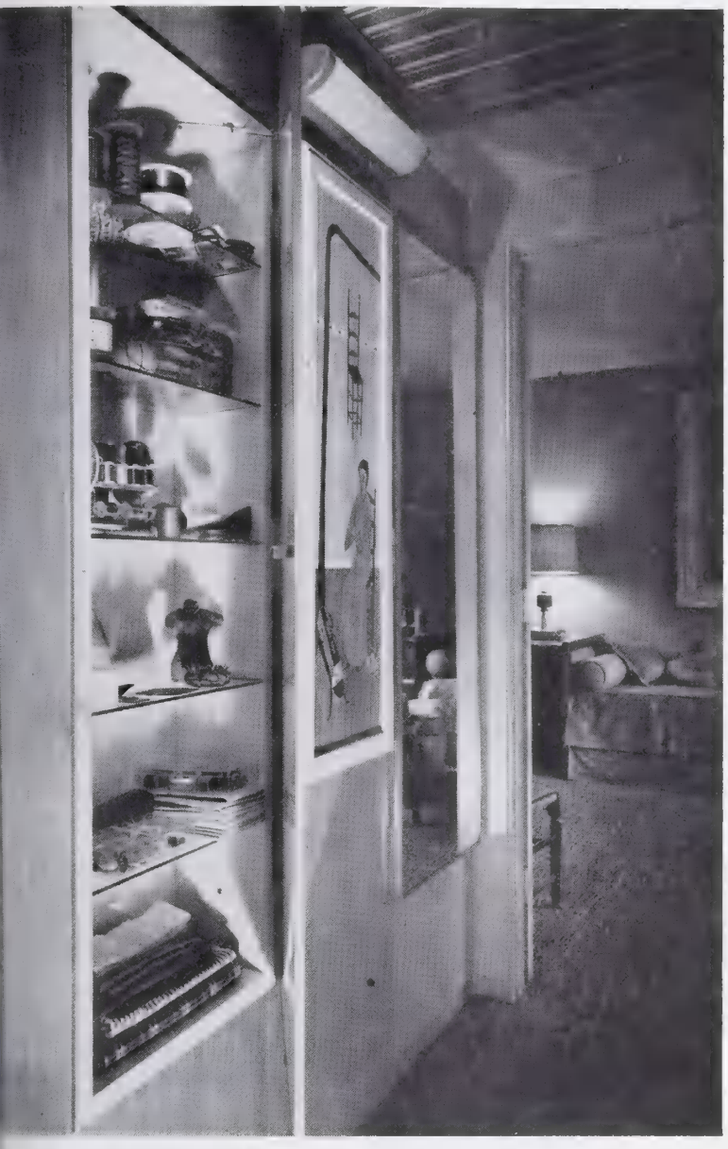
Master bedroom storage wall

Far-sighted structural planning allowed space for this custom storage-wall at the entrance of the master bedroom. Closet with four sliding doors provides easily accessible storage for clothing without taking up space in the bedroom.

Each year the new American homes get more efficient, convenient, self-maintaining. This Pace-Setter really "packs in" the storage in structure and in furniture. There are 811 cubic feet of it in a house that has only 1,733 square feet of enclosed space

If there ever was a house that had a "place for everything," this is it. Be it needle and thread, baseball bat, electric mixer, spices or a power mower, every storable item has not only a place where it belongs but a place *where it fits*. This precise degree of organization was possible because storage space, like everything else in the Pace-Setter, was carefully thought through in advance.

Structural design provided space for custom storage-walls, usually in hallways. They were handy to areas serviced without taking up space in the rooms themselves. Every inch of space was utilized. Two shallow medicine cabinets, for example, for extra bath supplies and sewing equipment were recessed in wall space that otherwise would have been wasted. In addition almost every piece of furniture provides an unexpected shelf or carefully compartmented insides that add to the almost unbelievable storage space in the house.



How to squeeze storage space out of the walls

Two long-mirrored medicine cabinets, recessed in the hallway wall, reclaim waste space for storage. Many shallow shelves provide just the right kind of space needed for sewing paraphernalia and extra supplies for the bathroom across the hall.



Beautiful and business-like

A *tour de force* in engineered storage space, this cabinet-buffet holds everything needed for table setting within a few steps of the table itself. Spaces are sized for specific jobs: sliding trays for mats, napkins; long drawers for cloths.



No space wasted here

Instead of wasting space over the toilet in the master bathroom, narrow shelves hold a "current" supply of carefully folded towels. The mirror reflects the extra storage cabinet that fits neatly under lavatory.

General utility closet

Aside from holding odd-sized objects varying from vases to bread baskets, this closet serves as the architectural counterpart of the tiled chimney (opposite it) that separates the living and dining room in the house.





ABOVE: Home Model Hammond Organ, used in more homes than any other organ. Hammond Organ prices start at $1285* for the Spinet Model (not illustrated above).

Where else can you buy so much for $1285?*

A HAMMOND ORGAN in your home is a promise of thousands of days of pleasure, of relaxation, of a new kind of family fun.

Yet it costs as little as $1285,* the lowest price in years. Where else can you buy all this for so little?

A new kind of experience

The Hammond Organ is more than music. All the great sounds, from strings to brasses, are yours to command. All the great music, from classical to popular, can come gloriously alive beneath your finger-tips. Best of all—

You need never have played before

This is the marvel of it all: thousands who didn't know a note have learned to play simple but effective music on the Hammond Organ in less than a month! You can do it too.

Special dividend: new family fun

With a Hammond Organ, family entertainment is richer, is *shared*. Besides providing you with a creative outlet, this instrument can be the beginning of a lifetime career or hobby for your children.

You don't need a big home

The Hammond Organ fits a space only four feet square. Just plug into an electric outlet and the Hammond Organ is ready to play! Upkeep is practically nil—this is the only organ in the world that *never* needs tuning!†

You don't need a big income

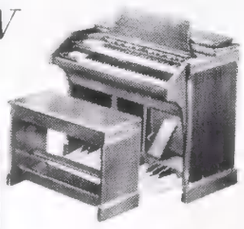
Prices begin as low as $1285,* including tone equipment and bench. Modest down payment, convenient terms. Hear a demonstration at your dealer's this week. And as you listen, ask yourself: What else that you could buy can bring you and your family so much pleasure every year you live?

For further details, without obligation, mail the coupon today.

PRICES START AT JUST **$1285*** FOR THE SPINET MODEL

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE



CHURCH MODEL, used in some 20,000 churches.

Concert Model has 32-note AGO pedal keyboard and an additional 7 Pedal Solo Unit, tunable to preference by the organist.

*f. o. b. Chicago.

Hammond Instrument Company
4209 W. Diversey Ave., Chicago 39, Illinois

Without obligation, please send me information on the following Hammond Organ models:

☐ Spinet Model ☐ Church Model
☐ Home Model ☐ Concert Model

Name .....

Street .....

City ..... P.O. Zone ..... State .....

© 1951, HAMMOND INSTRUMENT COMPANY

You don't have to be a "flower arranger" to know what is good desig

By Jane Brinton

GOOD design can't be memorized from a book. It's true that reading books about flower arrangement will teach you the fundamental skills and techniques that you have to know before you start. But *don't* try to copy the given illustrations. Most of the books written on this subject picture flower-show arrangements. Remember that your home isn't a flower-show auditorium, that you're not competing for any gold medals.

No two arrangements made with garden flowers are the same. No two garden-grown flowers of the same variety have exactly the same color or shape. That's why imitations aren't successful. You have to rely on your own sense of good design and pleasing color co tions when you decorate home with your own flowers

Long lists of flower arr rules will intimidate you might struggle for hours t an elaborate design that the strictest judges' rule never achieve the desired Chances are, after that expe you'll never bother with a ments again.

Keep your flower desig ple. Over-fussy, "quaint" a ments are out of place in streamlined living. A few tastefully arranged, will ad ishing touch of beauty t rooms, and you won't spen of your valuable time fixing

Arrangements by Laura McVay



• The green foliage in the "no" p looks as though someone had sq The arrangement lacks height an to be spilling out of the vase. leaves height so that they won't in the tall container. Introduce left curve to carry the eye through

(Continued on page 162)



COMFORTABLE CORNER in a home in Dobbs Ferry, N. Y. No cold shoulders from windows here. They're *Thermopane* insulating glass.

Don't let cold chase you from your windows

Moving away from chilly windows is as needless as huddling around the old wood stove.

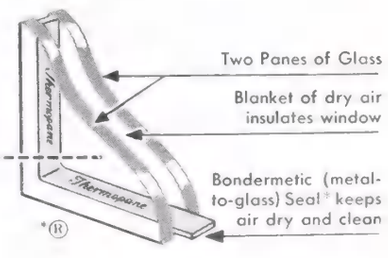
You can sit in comfort near today's modern window of *Thermopane** insulating glass. *Thermopane* has two panes of glass with dry air hermetically sealed between them. That insulation keeps the room-side surface of the glass warmer. Because you don't have to move back to avoid drafts, you actually add usable space to your rooms.

Thermopane saves fuel by reducing heat loss through your windows. It cuts down frost and steam on windows. And you leave these self-insulating windows in all year. No storm sash to hang or paint or wash or store. *Thermopane* is installed in your window frames much like regular glass — when your house is built or remodeled.

Enjoy the comfort of having *Thermopane* in every window of your house — picture, double hung, casement, sliding, awning — any type of window. Your L·O·F glass distributor or dealer, or your building supply dealer, can tell you all about it. Or write for our booklet "*Self-insulating Windows of Thermopane*". Libbey·Owens·Ford Glass Co., 151 Nicholas Bldg. Toledo 3, O.

OF GLASS **Thermopane** LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES

FOR BETTER VISION SPECIFY THERMOPANE MADE WITH POLISHED PLATE GLASS

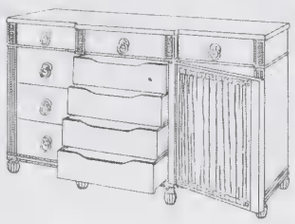




designed by Kittinger

ENGLISH REGENCY

from our SUTTON SQUARE Collection



An important accent piece in Mahogany with Marble or Rosewood top, for Bedroom, Living or Dining Room. Send 25 cents for SUTTON SQUARE Brochure... 1851 Elmwood Avenue, Buffalo 7, New York.

Kittinger

BUFFALO CHICAGO NEW YORK BOSTON LOS ANGELES



Exclusive Makers of Williamsburg Restoration Furniture Reproductions
Brochure illustrating complete Collection also available

GOOD DESIGN

(continued)



● When the iris heads are all on the same level, the arrangement looks top-heavy (small photograph). The flowers fan out of the visual limits of the container. Cut the stems and arrange the iris in a lower, more compact design. Use spiky leaves as texture contrast.

PHOTOGRAPHS BY MAYNARD PARKER



● An eye-catcher is missing in the top picture. Turn back the petals on the short, center tulip. This becomes the center of interest (lower photo). Use the most mature, open tulip that you have picked when you are trying this trick. Its petals will stay turned back.

(Continued on page 164)

New, New, New!

Sparkling "Diamond-Cut" crystal glass—designed by Freda Diamond to go with both traditional and modern china. In complete services; stemware and tumblers match. Rims* are guaranteed against chipping.

*"If the rim of a Libbey 'Safedge' glass ever chips, we'll replace it."



10 oz. Goblet

(Gift-boxed too,...if you're shopping for brides!)

14 oz. Cooler



4 oz Cocktail





Set of 4 of a kind, boxed

Stemware $5.00

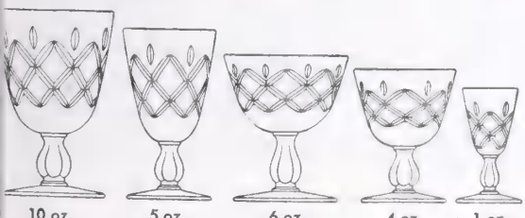
Tumblers $4.00

At leading stores everywhere.
Prices slightly higher in the South and West.

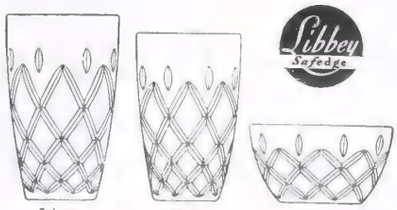
6 oz. Sherbet

LIBBEY GLASS

ESTABLISHED 1818



10 oz. Goblet | 5 oz. Wine | 6 oz. Sherbet | 4 oz. Cocktail | 1 oz. Cordial



14 oz. Cooler | 10 oz. Beverage | 8 oz. Bowl



Copyright, 1951, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio.



BODART BEAUTY IS FOUNDED IN THE

Habit of Quality

Bodart furniture! When you see it, you'll know, instinctively, that its loveliness is more than finish deep. You'll sense that *true* beauty which is born of the Habit of Quality and evidenced in authenticity of design, in masterful craftsmanship, and in fine woods, richly finished. This Habit of Quality has been synonymous with "Bodart" for more than twenty years. To you, when you choose Bodart furniture, it promises deep, lifelong satisfaction.

P. S. If you would like to know more about Bodart living room, dining room and bedroom furniture, it will be a pleasure to send you a copy of our illustrated brochure. Please send 10c.

Bodart
FURNITURE of FRANCE
Recreated by
AMERICAN CRAFTSMEN

BODART FURNITURE, INC.
385 Madison Avenue, New York, N.Y.

Bodart Furniture is Presented by Leading Department and Furniture Stores

YOU DON'T HAVE TO BE A "FLOWER ARRANGER" TO KNOW WHAT IS GOOD DESIGN

CONTINUED FROM PAGE 162



• The horizontal branch of fretonia across the vertical ones confuses the pattern in the arangement (small photograph). When the branch has been placed upright, following the same rhythm of the vertical branches, this confusion disappears (lower photograph).



• Calla lilies look choked when they are crammed into a tall, small-necked container (small photograph). When each one of the large blossoms stands alone, you can appreciate the texture and beauty of the flower and its stem, too (large photograph).

(Continued on page 254)



Serenade

a Bigelow Masterweave

Like a piece of music, certain carpets are so lovely, so harmoniously "right" that they delight you from the very first moment.

Such a carpet is Serenade. Deep . . . soft . . . exquisitely sculptured. Woven by skilled masters from the very finest of the world's yarns, yarns that are specially processed so their loveliness will stay alive for years. A graceful repeated sweep of leaves . . . in Chalk Grey, as shown above. and six other rich. true color tones.

Of course it's a Bigelow. famous for beauty you can see . . . quality you can trust . . . since 1825.

Bigelow

Rugs and Carpets



Dream of yourself **sleeping in a garden . . .**

. . . morning dew has touched the flower's
petals . . . soft the skylark's song . . . and
like the fragile garden flowers, you awaken
from peaceful sleep under Springfield's
wonderful WONDERLIGHT* blanket.
Nine beautiful pastel and deep tone shades.

Made by THE SPRINGFIELD WOOLEN MILLS CO., SPRINGFIELD, TENN.

***SPRINGFIELD WONDERLIGHT**

The Springfield Wonderlight is an exclusive blend of ⅔ pure wool and ⅓ nylon... and gives you an all-season blanket for warmth without weight!

Springfield WONDERLIGHT blankets are guaranteed against damage from moths for a period of 5 years.

Springfield

THE NAME FAMOUS IN BLANKETS



CARIBBEAN CASUAL

RATTAN FURNITURE...CORRELATED FABRICS

Every home a tropical wonderland! That's our motto and it will be yours too, once you've seen how this blithe-spirited furniture (dramatized by our own exotic prints) can change your living-dining area into a romantic showspot. See the Ficks Reed display at a fine store near you or, consult your decorator. Write for interesting folder.

The Chaise Units are covered in "Palm Thatch," one of 16 tropical prints designed exclusively for Ficks Reed Co. Furniture and fabrics designed by John Wisner.

Ficks Reed Co.

424 Findlay Street • Cincinnati 14, Ohio

GLOSHEEN* "Match-Makers"

FOR STRIKING NEW COLOR SCHEMES!



Draperies — "Larkspur Bouquet," Bedspread skirt and pillow covers in multicolor "Match-Maker" stripe. Coverlet and cornice in matching quilted solid color.



"DAISY CHAIN" with MATCH-MAKER OMBRE STRIPE



"HEIRLOOM DOCUMENT" with MATCH-MAKER MULTICOLOR STRIPE

*Reg. U.S. Pat. Off.

Wondrous *GLOSHEEN** — with its lustrous satiny finish that's woven in so it won't wear out — now in a new group of breathtakingly beautiful floral and geometric patterns — each with its own "made-to-match" stripe, plaid or solid.

It's the decorating idea of the year — and so inexpensive. Choose from a large assortment — backed by the Waverly Bond that guarantees complete satisfaction even after countless washings or exposure to sunlight.

WAVERLY *Bonded* **FABRICS**

Division of F. Schumacher & Co.

We aim to produce the best possible merchandise at the lowest possible price.

SEND 10c FOR 32 PAGE DECORATING BOOKLET!

Waverly Bonded Fabrics, Division of F. Schumacher & Co.
60 West 40th Street, New York 18, N. Y.

I enclose 10c for booklet "Color Your Home With Fabrics" that includes money saving decorating hints.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

GLOSHEEN "MATCH-MAKERS"

AVAILABLE AT THESE FINE STORES

ALABAMA
Alexander City ..... Frohsin's
Athan . Harden's Interior Furn.
Florence ..... Roger's Inc.
Gadsden ..... Duncan's
Huntsville ..... Dunnavant's
Montgomery .. Wright's Drapery
Phenix ..... Hagedarn's
Selma ... Isadore Kayser & Co.

ARKANSAS
Fayetteville ..... McCormick's
Fayetteville Barrett Quality Shop
Little Rock ..... Pfeifer Bros.

ARIZONA
Phoenix ..... Barrow's
Tucson ..... The Emporium

CALIFORNIA
Alameda ..... J. F. Hink
Beverly Hills ..... W. S. Sloane
Burlingame ... Belliveau-Jackson
Fresno .... Cooper's Dept. Store
Long Beach ..... Buffum's
Long Beach ..... The Loom
Los Angeles ... Alpert's Yardstick
Los Angeles ..... Bullock's
Los Angeles ... The Chintz Shop
Los Angeles ..... The May Co.
Los Gatos ..... Crider's
Napa ..Whitehill's Home Furn.
Oakland ..... H. C. Capwell
Pacific Grove Holman's Dept. St.
Palo Alto ..... Henriques'
Pasadena ..... Nash's
Salesburg . Lanzafame Furn. Co.
Sonoma .. Pomona Curt. & Drap.
Riverside ... Riverside Drapery
San Diego Dryer's Standard Furn.
San Francisco . The White House
San Jose ..... McKenley-Glans
Santa Monica ..... Hensley's
Stockton ..... Breuner's
Van Nuys ..... Morey's

COLORADO
Boulder ..... Dolby's
Denver ... Denver D. G. Co.
Fort Collins ... State D. G. Co.

CONNECTICUT
Bridgeport ..... Davidson's
Hartford ... C. Funk & Sons, Inc.
Kingsbury ..... Evelyn Shop
New Britain Davidson & Leventhal
New Haven .. Edw. Malley & Co.
Torrington ..... Morris'

DISTRICT OF COLUMBIA
Washington .. Lansburgh & Bros.

DELAWARE
Dover .... Simons Dept. Store
Wilmington .... Crosby & Hill

FLORIDA
Fort Lauderdale ..... The Hub
Miami Meyers . Robb & Stucky Co.
Miami Beach Lagues Dept. Store
St. Petersburg ..... Myrick's
Tallahassee ..... Gilberg's

GEORGIA
Athens ..... Michael Bros.
Atlanta ..... Rich's, Inc.
Augusta ..... Rosenberg Bros.
Columbus .... Davison-Paxon Co.
Columbus ..... King's Interiors
Thomasville ..... Steyerman's

ILLINOIS
Aurora ..... Drapery Service
Aurora .... Leitz & Grometer
Bloomington .... C. W. Klemm
Bloomington .... A. Livingston
Champaign .... F. K. Robeson
Chicago ..... Beverly Interiors
Chicago ..... Colonial Drapery
Chicago ..... The Fair
Chicago ..... Mandel Bros.
Chicago ..... Loren Miller, Jr.
Chicago Heights ..... Rau Store
Danville ..... Penry Furn.
Decatur ..... Linn & Scruggs
Decatur ..... Miller-O'Neil
Decatur ..... Quigles Furn.
Galesburg ..... M. F. Malone
Highland Plaines ..... Koegel Co.
Joliet ..... Eichler Bros.
Kankakee ..... Ackemann Bros.
Kewanee ..... Olliswang's
Lincoln ..... Lord's, Inc.
Moline .. Marshall Field & Co.
Mount Vernon ..... Stukenbergs
Mt. Sterling ..... Brouillette's
Olney ..... Kellog Drake
Peoria ..... Anderson's
Quincy ..... M. Kaufman & Son
Robinsonville ..... Waddell's
Rockford ..... Worley Wear
Rock Island ..... Scrips Reno
Springfield ..... Young's Dept. Store
Urbana .. The Home Fashionette
Waukegan ..... The Isabel Shop
Wheaton ..... Colwell's
Winnetka ..... Jones of Paris
Winnetka ..... N. Reuling
Zion ..... Block & Kuhl
Zion ..... Kay Fabrics

INDIANA
Anderson ... Lehnhausen Drapery Shop
Bluffton ..... Roy Bennett Furn.
Columbus ... Halbach & Schroeder
Connersville ..... The Stipe Co.
Crawfordsville ..... Block & Kuhl
Crawfordsville ..... Viking Shade
Crawfordsville .... Chas. V. Weise
Elkhart Island ..... McCabe's
Evansville ..... Dunbar Furn.
Fairfield .. John Bressmer Co.
Greenfield .. A. Dirksen & Sons
Hammond ..... Metcalf's Furn.
Indianapolis ..... Wm. McAllister
Jeffersonville ... Ross Bulpitt Furn.
Logansport .... Globe Dept. Store
Madison ... Frankfort McDonald's Fab.
Muncie ..... Floors and Walls
Nappanee Stock Woodstock Dry Goods

IOWA
Anamosa ..... The Fair Store
Cedar Rapids ... Hall's Emporium
Clinton ..... Ziesel Bros.
Danville ..... Fabric's Center
Dubuque ..... Earl Groth Co.
Fort Dodge .. Glen Park Linen & Drap.
Fairfield ..... Minear Dry Goods
Hammond ..... Tilles Inc.
Indianapolis .. Wm. H. Block Co.
Jeffersonville ..... Trag Post
Kokomo ..... Wm. Turner Co.
Lafayette ..... Loeb's
Logansport ..... S-K Co.
Marine ... Collegienne Shops
Albany ..... Reisz Furn. Co.
Nashville .. McCormack-Hammer
Richmond ..... Senger Dry Goods
Southbend .. L. W. Bosworth Co.
Richmond ..... Lawler's
Terre Haute ..... Bryant Roth Co.
Terre Haute .. Geo. Wyman Co.
Terre Haute .. Ferguson & Son

IOWA
Algona ..... Buettner Furn.
Burlington .... Riekenberg Co.
Cedar Rapids ..... Craemer's
Clinton ..... Paaske Shop
Davenport
Davenport ... Peterson, Harned & Von Maur
Des Moines ..... Gotch's
Des Moines ..... Younker's
Dodge ..... Gates Dry Goods
Dubuque .... Sullivan & Auwerda
Fort Dodge ..... Hoffman Paint
Hamilton ..... Younkers
Iowa City ..... Younkers
Marshalltown ..... Salmons
Mason City ..... Dale Peterson
Newton ... Kiple & de Prenger
Sioux City .. Younker Davidson
Waterloo ..... Wilson & Son

KANSAS
Coffeyville ..... H. W. Read
Dodge City ..... Eckles Bros.
Hutchinson ..... Pegues-Wright
Manhattan ..... Coles
Topeka ..... Crosby Bros.
Wichita ..... Geo. Innes Co.

KENTUCKY
Ashland ..... Parsons Furn. Store
Bowling Green Pushins Dept. St.
Lexington ..... Alma S. Moore
Louisville ... Stewart Dry Goods
Madinsonville Baker's Dept. St.
Mayfield . Little House Beautiful
Owensboro ..... S. W. Anderson
Paducah ..... Watkins

LOUISIANA
Baton Rouge ..... Dalton's
Monroe ..... The Palace
New Orleans ... Maison Blanche
Opelousas Abdalla's Furn. Store
Ruston ..... Lewis & Co.

MAINE
Portland Porteous, Mitchell, Braun

MARYLAND
Annapolis ..... Fabric Mart
Baltimore ..... The May Co.
Easton ..... Atkinson's
Salisbury ..... Benjamin's

MASSACHUSETTS
Attleboro ..... Fine's
Boston ... Jordan Marsh
Fitchburg .. Kidder & Davis Co.
Norwood ..... Martin Fabrics
Plymouth ..... Buttner's
Holyoke McAusland & Wakelin Co.
Quincy ..... Robert Garrett
Springfield .. Albert Steiger Co.
Winchester .. Dorothy Ellis Co.
Worcester .. Denholm McKay Co.

MICHIGAN
Ann Arbor ..... Goodyear's
Alpcana Better Homes Curt. & Dr.
Benton Harbor ..... Pascal's
Bay City ..... Westgard's
Battlecreek ..... Vogue Shoppe
Batlecreek ..... W. A. Bergey
Birmingham Ruth Kemp Fabrics
Dearborn .. Thos. H. Millington
Detroit ... Hudson's
Detroit ..... Bedell Co.
Flint ..... Smith Bridgman
Grand Haven .. Home Dec. Studio
Grand Rapids .. Herpolsheimer's
Jackson ... C. E. Kennedy Drap.
Kalamazoo ..... Vogue Shoppe
Lansing ..... Bretz Drapery
Marquiette ..... Tonella & Rupp
Owosso ..... D. M. Christian
Petoskey .. Petoskey House Furn.
Pontiac ..... Moll's
Port Huron ..... Ballentynes
Marshall ..... E. B. More Furn.
Monroe ..... Schmidt's
Muskegon ..... Bassett's
Saginaw ..... Mar Allen Shop
Sturgis ..... Allied Textile
Wyandotte Lucille's Linens Shop

MINNESOTA
Albert Lea Skinner Chamberlain
Austin ..... Jane's Drapery
Duluth ..... Kelly Furn.
Minneapolis ..... Dayton Co.
Red Wing ..... Peterson's
Winona ..... Bailey & Bailey
St. Cloud ..... Fandel's
Virginia ..... Ketola's
Hibbing ..... Herberger's
Brainerd ..... O'Brien's
Rochester ..... Massey Co.
St. Paul ..... Schuneman's
Faribault ..... Sellner's
Marshall ..... Rehkamp's
Owatonna ..... Kelly Co.

MISSOURI
Cape Girardeau .. Rust & Martin
Clayton ..... Famous Barr
Columbia ..... M. H. Noel
Kansas City Duff & Repp Furn.
Kansas City Emery Bird & Thayer
St. Joseph ..... Hirsch Bros.
St. Louis ..... Famous Barr
Sedalia ... C. W. Flower D. G. Co.
Springfield .. Sedgwick Furn. Co.

NEBRASKA
Grand Island S. N. Wallbach-Sons
Holdrege . Home Decorating Shop
Lincoln ..... Hardy Furn. Co.
Omaha ..... Orchard & Wilhelm

NEW JERSEY
Asbury Park ... Asbury Drapery
Camden ... J. B. Van Sciver
Atlantic City .. M. E. Blatt Co.
E. Orange .. E. Orange Mill End
Hackensack ... Lyric Silk Shop
Irvington ... Wilson Home Dec.
Morristown ..... M. Epstein's
Newark .... L. Bamberger & Co.
Newark ..... Hahne & Co.
New Brunswick .... Capitol Dec.
Ocean City .. Howard S. Stainton
Plainfield .. Schwartz Fabrics
Paterson ..... S. Radin
Red Bank ..... J. Yanko
Summit ..... Carroll's
West New York .... Benjamin's
Trenton ..... Swern & Co.

NEW YORK
Albany .... Boulevard Uph. Co.
Albany ..... John G. Myers
Auburn ..... H. R. Wait Co.
Binghamton Fowler, Dick & Walker
Brooklyn ..... Ashley Dec.
Brooklyn ..... Plymouth Dec.
Buffalo ..... Wm. Hengerer
Corning ..... Cushing's
Cortland ..... Peck Furn. House
East Hampton .. H. M. Diamond
Elmira ..... S. F. Iszard
Garden City ..... Frankel's
Glenford ..... Cushman's
Hempstead ..... Franklin Shops
Herkimer .. H. G. Munger & Co.
Huntington Asher's Fabric Shop
Jamestown ..... Nelson's
Mt. Vernon Reliable Decorators
Latham ... Latham Drap. Shop
New York ..... Bloomingdale's
New York ... Rowanna Co. Inc.
New York ..... Stern Bros.
Niagara Falls ..... Kahn Dec.
Nyack ..... Bliss Decorators
Oleian ..... A. E. Ewing
Oneonta
Oneonta ... Broesees Oneonta Dept. Store
Patchogue ..... Cantor's
Schenectady ... The Quality Shop
Syracuse . C. E. Chappell & Sons
Troy ..... R. C. Reynolds
Searsdale ... Chas. N. Mead Co.
Yonkers ... Reliable Silk Store

NORTH CAROLINA
Goldsboro ..... Weil's, Inc.
High Point .. Efird's Dept. Store
Lexington ..... J. F. Ward Co.
Rocky Mount ..... Belk Tyler
Rocky Mount ... Weavers Fabrics
Wilson ..... R. E. Quinn

NORTH DAKOTA
Fargo ..... Coleman's
Grand Forks ..... Panovitz
Jamestown ..... Eddy Furn.

OHIO
Akron ..... M. O'Neil Co.
Ashland ..... The Home Co.
Athens ..... Baker & Stauffer
Barberton ..... C. Weigand
Bellevue ..... A. Ruffing Store
Bucyrus ..... Lamb's
Cincinnati ..... Shillito's
Cleveland ..... Higbee Co.
Columbus ... F. & R. Lazarus
Dayton ... Philip Shields, Inc.
Delaware ..... Blair Kelley Co.
Delphos ..... Weger's
Defiance ..... Harding's
Elyria ... Welsh Curt. & Drapery
Findlay ..... Patterson's
Fostoria .. Eddie A. Speildenner
Fremont ... Paul E. Speildenner
Greenville ..... The Palace
Lima ..... Gregg's
Lorain ..... Fenner Floors
Mansfield ..... H. L. Reed Co.
Marietta ..... Bonham's
Medina ... The Zeigler Store
Middletown Rathman Troup Co.
Milan ..... Grace Dickerson
Mt. Vernon ... The Rudin Co.
Newark ..... J. J. Carroll Co.
Paulding ..... Ducat's
Ravenna ..... Miller's
Shaker Heights ... Kinslee Shop
Toledo ..... Lamson Bros.
Van Wert ..... John Earl Co.
Willoughby ... Wm. Meil Inc.
Xenia ... Galloway & Cherry
Zanesville .... Walter H. Mees

OKLAHOMA
Enid ..... Loomis Furn. Co.
Oklahoma City .. Halliburtons
Ponca City .Glenn Paris & Sons
Shawnee ..... Kib Warren's
Tulsa ..... Vandever's

OREGON
Eugene ..... The Broadway
Portland .... The Curtain Store
Portland ..... Lipman Wolfe

PENNSYLVANIA
Allentown ..... Hess Bros.
Bethlehem ... Bush & Bull Corp.
Easton ..... The Orr Co.
Erie ..... Oldach's
Germantown James S. Jones Co.
Hazleton ..... Arlotto's
Lancaster
Lancaster ... Westenberger, Maley & Myers
McKeesport ..... Hirshberg's
Media ..... Du Barry Fabrics
Norristown ..... D. M. Yost Co.
Philadelphia ..... Lit Bros.
Philadelphia .. Wikler & Martin
Pittsburgh .. Joseph Horne Co.
Reading ..... Pomeroy's
Scranton ... Scranton Dry Goods
Sharon ..... The Sharon Store

RHODE ISLAND
East Providence Bernice Bergman
Providence Weintraub's Silk Shop

SOUTH CAROLINA
Anderson ..... Gallant Belk Co.
Florence Goodwin's Textile Shop
Orangeburg ..... Interiors, Inc.
Sumter ..... Sumter Dry Goods

SOUTH DAKOTA
Aberdeen ..... Olwin-Angell
Brookings ..... Cole's
Rapid City ..... Dusek Furn.
Sioux Falls ..... Donahue Furn.
Watertown ..... Davey Furn.
Yankton ..... Greenlee's

TENNESSEE
Chattanooga Loveman's Dept. St.
Clarksville .. McNeal & Edwards
Jackson ..... Holland's
Johnson City ..... Dosser Bros.
Kingsport ..... W. B. Greene
Knoxville ..... Miller's, Inc.
Memphis Rhodes-Jennings Furn.
Murfreesboro ..... Goldstein's
Nashville ..... Cain-Sloan

TEXAS
Abilene ... Star Drapery Shop
Austin ..... Scarbrough's
Beaumont ..... The Whitehouse
Corpus Christi . Allen Furn. Co.
Dallas ... Titche-Goettinger Co.
Ft. Worth ..... Stripling's
Fredericksburg ... Kendall-Hodges
Galveston Nu-Way Carpet & Uph.
Hillsboro .. Martin-McDonald Co.
Harlingen ..... Crosslands
Houston ... Stower's Furn. Co.
Huntsville ... The Grand Leader
Longview ..... McWilliams
Lubbock ..... Hemphill-Wells
Marshall ..... Joe Weisman
Palestine ... The Grand Leader
San Antonio .. Stowers Furn. Co.
Sherman ... Knight Furn. Co.
Waco ... R. T. Dennis & Co.
Waxahachie .... Cheeves Bros.
Wichita Falls N. Texas Furn. Co.

VERMONT
Bennington .. Lovett & Boynton
Burlington .. Childs & Germain
Brattleboro .. Houghton-Simonds

VIRGINIA
Charlottesville J.D.&J.S.Tillman
Danville ..... Leggett's
East Radford ..... Leggett's
Front Royal ..... Weaver's
Lynchburg ..... D. Moses
Newport News .. B'way Dept. St.
Norfolk ... Ames & Brawner
Richmond ..... Thalhimer's
Roanoke .... S. H. Heironimus
Waynesboro .... J. L. Barksdale

WASHINGTON
Bremerton . Bremer's Dept. Store
Seattle ..... Bon Marche
Spokane ..... Tull & Gibbs
Tacoma ..... Seiden's
Walla Walla . Empire Furn. Co.
Yakima .... Simon's Furn. Co.

WEST VIRGINIA
Beckley ..... Curtain Shop
Bluefield ..... Clark Stores
Charleston ... The Diamond
Huntington ..... Kreiger's
Parkersburg ..... Dils Bros.
Williamson ..... Kay Furn. Co.

WISCONSIN
Appleton ..... H. C. Prange Co.
Beloit ..... McNeany's
Delavan ..... W. Bradley
Eau Claire ..... Keegan's
Fond du Lac ..... Brauer's
Green Bay ... Curt. & Drap. Shop
Janesville ..... Bostwick & Sons
Kenosha ..... Kenosha Drapery
La Crosse ..... Doerflinger's
Manitowoc ..... Schuette Bros.
Marinette ..... Lauerman's
Milwaukee ..... Schuster's
Racine ..... Mitchell's
Sheboygan .. H. C. Prange Co.
Superior ..... Tillman's
Watsau ..... Winkelman's
Waukesha ..... James Store
Wisconsin Rapids . Drapery Shop

WYOMING
Casper ..... Harris Furn. Co.
Cheyenne ..... Harris Furn. Co.
Sheridan ..... Brouillette's

CANADA
Brockville ... Clarence Babcock
Hamilton .... T. Eaton Co., Ltd.
London ..... Simpson's
Montreal .... T. Eaton Co., Ltd.
Niagara Falls C. Wallace Co., Ltd.
Ottawa ... Charles Ogilvy, Ltd.
Peterboro .. W. Wallace Co., Ltd.
St. Catherine's
Toronto .... T. Eaton Co., Ltd.
Vancouver Woodward's Dept. St.
Victoria .... Standard Furn. Co

WHERE DID HE INHERIT HIS TALENT?

CONTINUED FROM PAGE 100

Success came very easily to him. Soon after the *Overture to a Midsummer Night's Dream*, he was famous through all of Germany and later through all of Europe, being a particular favorite of Queen Victoria and, by such royal example, of all of England. He lived in society as a social man, but it is to be doubted that his talent would have become greater or his genius more contemplative had he known solitude or failure.

When he was twenty-eight, he married a girl ten years his junior. Cecile Jeanrenaud, the daughter of a pastor of the French Reformed Church. Her portraits show her to have been a girl of exquisite beauty. Like him, she was distinguished by humor and sprightliness, by a deep love for music, and by a talent for drawing. On their wedding trip, both of them sketched busily. Mendelssohn drawing, among other scenes, a picture of the millinery shop where Cecile made some purchases. He also sketched the food of a particularly good dinner they had in Strasbourg.

Cecile and Felix understood each other perfectly and remained in love. Their life was troubled only by passing clouds. Five children were born to them, and Mendelssohn was quite as interested in domesticity and parenthood as he was in music.

IS THIS not an almost impossible story? Does it not, as I have said, go against all of our notions of what is right and necessary to the development of a genius? Yet here are the facts for all to read. Recently the history of the family has been treated in book form, with particular attention to Cecile, a tribute which few wives of geniuses could command. But Cecile deserves it. This book is entitled, *The Romance of the Mendelssohns*, by Jacques Petitpierre, and is less remarkable for its text (which is somewhat sentimental in the French manner) than for its illustrations, which include many of Felix's and Cecile's sketches, various portraits of the family, pictures of Mendelssohn's contemporaries, examples of his letters and manuscripts, etc. In the front of the book the famous portrait of Cecile by Magnus is reproduced in color.

Mendelssohn's life was cut short when he was thirty-eight. Cecile sickened at his death and outlived him by less than six years.



The inspiration of ages* ... the craftsmanship of masters ... bring warmth and lustrous beauty to your table. Six-piece place setting in heavy-weight sterling $36.50 tax incl.

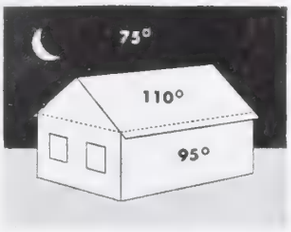
*Song of Solomon 2:1 "I AM the Rose of Sharon..."

For information or nearest store write:
FRANK M. WHITING & CO., MERIDEN, CONN.
Goldsmith and Silversmith Tradition Since 1840

Low-Cost Home Cooling

WITH HUNTER ATTIC FANS

HERE'S HOW ATTIC VENTILATION COOLS YOUR HOME

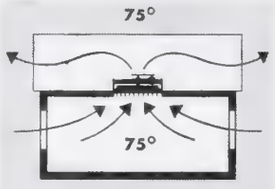


It's cooler outside at night

All day long your home absorbs heat from the summer sun. At night when outside temperatures have fallen to 75°, for example, the dead hot air in your attic may remain as high as 110°. This keeps the rooms below at an unbearable temperature of up to 95° or more.

Attic fan pulls the cool air inside

A Hunter Attic Fan pulls the cool fresh outside air into your house, driving out the oven-like heat. In a few minutes after the fan is started, room temperatures drop 10° to 20° lower. An automatic time switch can be used to shut off the fan while you sleep.



NEW HUNTER PACKAGE FAN IS INEXPENSIVE AND EASY TO INSTALL IN NEW OR OLD HOMES



A Hunter Package Fan is the most practical and least expensive method of keeping a home comfortable on hot summer nights. This compact unit is easily installed in any new or old home. Furnished complete with fan, motor, suction box and ceiling shutter—with a choice of four sizes, to fit any home.

Cool comfort for a few cents a night!

This efficient attic fan is quiet and powerful, requires little or no maintenance. It costs only a few cents a night to operate and will last for many, many years. Backed by Hunter, exclusive fan makers since 1886. Mail coupon below for interesting literature on comfort cooling with Hunter Package Fans.



Hunter *PACKAGE* Attic Fans

MAIL FOR LITERATURE ON HOME COOLING

Hunter Fan and Ventilating Company
P. O. Drawer 2858 C, Memphis 2, Tenn.
Send complete information on Hunter Package Attic Fans to:

Name _____

Street _____

City and State _____

Hunter SINCE 1886

BEDROOMS DOUBLE AS SITTING ROOMS

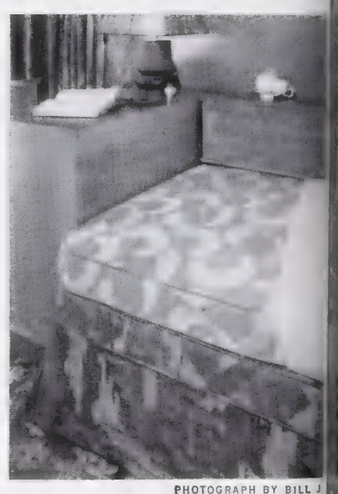
CONTINUED FROM PAGE 131





PHOTOGRAPHS BY MAYNARD

- Master bath is directly off bedroom. Leaf-embedded plastic screen, left, segregates dressing space. Chest, right, functions as partition.
- No scalding or icing in your shower; Leonard's thermostatic mixing valve gives water temperature desired.
- All the mattresses in the house are "Koylon" foam rubber. Good looking ticking makes even an unmade bed look attractive.



PHOTOGRAPH BY BILL J

Because today's building dollar won't stretch as far as it used to, we have to build smaller houses. But that doesn't mean we have to restrict our living habits. The trick is to make one room do the work of two or three. The Pace-Setter bedrooms (pages 128-135) do just that. They're not sleeping rooms only. Canny planning and choice of furnishings make them *living* rooms as well—and one serves also as a library and a television theatre. Here are the furnishings that help these rooms work overtime:

Master Bedroom
(Pages 128-131)

Furniture: Rush seated chair, House of Italian Handicrafts, New York, N. Y. Mahogany furniture and cabinets designed by Edward Wormley, Dunbar Furniture Manufacturing Co., Berne, Indiana.

Fabrics: Orlon ratine net curtains, tweed upholstery and "Modern Shadow Weave" bed cover and drapery fabric, F. Schumacher & Co., New York, N. Y.

Floor covering: "April" rug signed by Edward Wormley, ander Smith & Sons Carpet Yonkers, N. Y. "Rug Under U. S. Rubber Co., New York, "Smoothedge" tackless c grip, The Roberts Co., Los A les, California.

Tile: *Faience* floor strip in of window wall, Mosaic Tile pany, Zanesville, Ohio.

Drapery fixtures: Gould-M reau, New York, N. Y.

Mattresses: "Koylon" foam r mattresses and box springs,

(Continued on next page)



PHOTOGRAPH BY MAYNARD PARKER

● "Sofa" in second bed-sitting room is a conventional bed with foot and headboards. Surprisingly, it can sleep two people. Trundle bed, well-mattressed, pulls out from under.

bber Co., New York, N. Y.

dding: Spruce green blanket. rth Star Woolen Mill Co., New rk, N. Y. Shell pink sheets and lowcase. Cannon Mills, Inc., w York, N. Y. Embroidery on nket designed and executed by riska Karasz, New York, N. Y.

mps: Floor lamps and hanging ll lamp designed by Gerald rston, Lightolier Inc., Jersey y, N. J. Hanging ceiling lamp h plastic shade, Spencer Smilie, llywood, California. Green ce- nic desk lamp and shade, Wor- Klee, New York, N. Y.

dio: RCA Victor portable, RCA tor, Camden, New Jersey.

ck: "Romance", Seth Thomas ision, General Time Instrument poration, Thomaston, Conn.

: "Strawberries in the Woods" "Wildflower Garden", oil ntings by Gertrude Rogers, rtesy of American British Art ter, New York, N. Y. "Spring dscape" by Doris Lee (page), courtesy of Associated Amer- n Artists, New York, N. Y. owers" (page 196), Mariska asz, New York, N. Y. courtesy Bertha Schaefer Gallery, New k, N. Y.

essories: Leather stud box, en pear, red and white striped ll dish, brass tray on tall chest, glass paper weight, House of ian Handicrafts, New York, N. Brass box, Ginsburg & Levy, v York, N. Y. "Leona", bronze enamel table lighter, Ronson Metal Works, Newark, New ey. Green glazed pottery bowl Beatrice Wood, and sequin em- idered slippers, America House, New York, N. Y. Mahogany folding table, Lewis & Conger, New York, N. Y. Tortoise comb and brush set, House of Gourielli, New York, N. Y. Leather address book, Laura Lee Linda Division, Eaton Paper Corp., Pittsfield, Mass.

Master Dressing Room and Bath

Storage units: Customized wall units designed by Edward Wormley, Dunbar Furniture Manufacturing Co., Berne, Indiana.

Floor covering: "April" rug designed by Edward Wormley, Alexander Smith & Sons Carpet Co., Yonkers, N. Y. "Rug Underlay" United States Rubber Company, New York, N. Y. "Smoothedge" tackless carpet grip, The Roberts Company, Los Angeles, California.

Fabric: Orlon ratine net curtains, F. Schumacher & Co., New York.

Lamp: Waldron Associates, New York.

Towels and bath mat: Callaway Mills, Inc., New York, N. Y. Embroidery by Mariska Karasz, New York, N. Y.

Lighting: Lightolier, Inc., Jersey City, New Jersey.

Bathroom fixtures: "Dresslyn" lavatory, tub, shower head and other fixtures, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa. Thermostatic shower mixing valves, Leonard Valve Co., Cranston, R. I.

Tile: "Granitex" on floor and counter top, glazed ceramic tile walls, Mosaic Tile Co., Zanesville, Ohio.

(*Continued on next page*)

WHEN YOU BUY

STATTON
rutype

YOU CAN ADD-A-PIECE



TO FIT YOUR NEEDS



AS THEY GROW

...and, you buy heritage pieces for your home, furniture that actually grows *more* beautiful through the years. Every piece is derived from authentic antiques which once graced the homes of Colonial governors and their ladies, adapted with proud craftsmanship to the way Americans live today. Our mellow russet brown "Yorktown" finish on solid cherry and the glowing "Country" finish on solid maple highlight the natural beauty of these rich woods. Write for name of nearest dealer.

STATTON FURNITURE MFG. CO. HAGERSTOWN MARYLAND

Imported from England



Heppelwhite Breakfront in fine crotch mahogany veneers on solid mahogany. Satinwood banding. English crown glass. Center drawer fitted for silver or leather lined secretaire.

From out of the past comes the inspiration for these beautiful reproductions . . . handcrafted in the manner of the old masters, in the Tibbenham workshops, Ipswich, England.

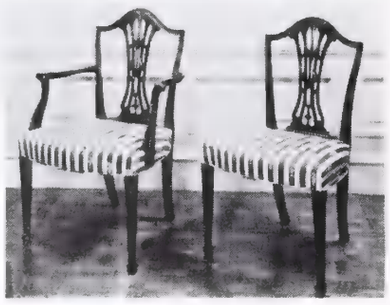
Tibbenham furniture has that rare quality generally associated only with collector's pieces. As Herbert Cescinsky, eminent author and authority on 18th Century English furniture has often stated "Tibbenham Reproductions of Today are the Antiques of Tomorrow".

Remembering that your greatest assurance of quality is the integrity of the maker . . . you may purchase Tibbenham furniture confident that you are getting the finest that money can buy.

All accessories are coordinated products of "Great Names from Great Britain".



Mahogany and satinwood inlay sideboard with crossbanding. Center drawer lined and partitioned for silver.



Two Heppelwhite chairs of fine mahogany, hand-carved, retaining all the beauty of the early original.



FREE! Write for your copy of "Furniture of Timeless Beauty", our handsome illustrated brochure, and name of nearest Tibbenham dealer.

TIBBENHAM

In the Tradition of Quality

NEW SHOWROOMS: 133 EAST 54th STREET, NEW YORK 22

BEDROOMS DOUBLE AS SITTING ROOMS

CONTINUED FROM PRECEDING PAGE

Laminated plastic screen and window panels: Spencer Smilie, Hollywood, California.

Bathroom Accessories: Extension mirrors, The Acme Specialty Co., Toledo, Ohio. Medicine cabinets, towel shelves, electric heaters. Miami Cabinet Division, The Philip Carey Mfg. Co., Middletown, Ohio. Large mirror with smoked borders. New Era Glass Co., Inc., New York. N. Y. Green perfume bottles with floral tops, Mottahedah Creations, Inc., New York, N. Y. Two tiered perfume stand, cranberry glass tray, two perfume bottles, and brass miniature chest, Shelley Marks, New York, N. Y. Enamel backed mirror and matching dishes, Mitzi Otten, New York, New York.

Bedroom-library-study

(Pages 132-133)

Furniture: All mahogany furniture designed by Edward Wormley, Dunbar Furniture Mfg. Co., Berne, Indiana.

Floor covering: "Zodiac" rug designed by Edward Wormley, Alexander Smith & Sons Carpet Co., Yonkers, N. Y. "Rug Underlay." U. S. Rubber Co., New York, N. Y. "Smoothedge" tackless carpet grip. The Roberts Co., Los Angeles, California.

Fabrics: "Green Mountain" printed linen upholstery and drapery fabric. F. Schumacher & Co., New York, N. Y.

Tile: "Granitex" multicolored tile window seat. Mosaic Tile Company, Zanesville, Ohio.

Television: Magnavox "Metropolitan" table model which can be made to accommodate any standard television set. The Magnavox Company, Fort Wayne, Indiana. Installed in Dunbar Furniture Mfg. Co.'s mahogany "customized" unit.

Modernfold doors: In leatherlike plastic, New Castle Products Corp., New Castle, Indiana.

Storage units: Customized mahogany wall units designed by Edward Wormley, Dunbar Furniture Mfg. Co., Berne, Indiana.

Bedding: Nutshell blanket, St. Mary's Woolen Mfg. Co., Mary's, Ohio. Dusty pink percale sheets and pillowcase, Pequot Mills, Salem, Massachusetts. Embroidery by Mariska Karasz, New York, N. Y.

Lamps: Wooden base table lamp designed by Edward Wormley; floor lamp and shade, and corner table lamp with 2 glass shades, designed by Gerald Thurston, all Lightolier, Inc., Jersey City, N. J.

Art: "Flowers" unframed embroidery by Mariska Karasz, New York, N. Y., courtesy of Bertha Schaefer Gallery, New York, N. Y. Bronze bird by Wolfgang Behl, Bertha Schaefer Gallery, New York.

Accessories: "Senator" alligator covered table lighter, Ronson Art Metal Works, Newark, N. J. Brass tobacco box, Ginsburg & Levy, Inc., New York, N. Y. Clock-thermometer-barometer on book shelf, Seth Thomas Clock Co. Inc., New York, N. Y.

Hall

(Pages 133 and 155)

Floor covering: "Zodiac" rug designed by Edward Wormley, Alexander Smith & Sons Carpet Co., Yonkers, N. Y. "Rug Underlay," United States Rubber Co., New York, N. Y. "Smoothedge" tackless carpet grip, The Roberts Company, Los Angeles, California.

Storage units: Customized leather storage units designed by Edward Wormley, Dunbar Furniture Mfg. Co., Berne, Indiana.

PHOTOGRAPH BY BILL JA



• To enhance "cushiness" and we carpets, foam rubber Rug Underl used throughout house. Rugs are chored to pin-studded strip baseboard.

edicine cabinets: Miami Cabinet v., The Philip Carey Mfg. Co., iddletown, Ohio.

odernfold doors: New Castle roducts Corp., New Castle, Inana.

ghting: Chrome light near medine cabinets (page 159) and ressed ceiling light, Lightolier Inc., rsey City, N. J.

rt: "Leaves and Wire" and Lichen and Leaves" by Channing are, courtesy of The Grand entral Art Galleries, New York. Y. "Shaker Woman-Hands to ork" by Constantine Kermes, urtesy of Jacques Seligmann alleries, New York, N. Y.

uggage: "Bermuda Beige." Brown English Tweed Soft-Sider." d "Suntan Soft-Sider" (shown in set on page 157). Amelia Earrt Luggage, Newark, New Jersey.

Second Bedroom

(Pages 134-135)

rniture: All "Counterpoint" furure in cherry designed by Kenth Volz of Kittinger Co. Inc., ffalo, N. Y., with John Gerald d Katharine Kinnane, consultants.

oor covering: "Candlelight" rug signed by John Gerald and Kathne Kinnane, James Lees & Sons mpany, Bridgeport, Pa. "Rug derlay," U. S. Rubber Co., New rk, N. Y. "Smoothedge" tacks carpet grip, The Roberts Co., s Angeles, Calif.

brics: All fabrics from F. Schucher & Co., New York, N. Y. ypsy Tent" cotton drapery fabdesigned by John Jacoby.

e: "Granitex" tile window strip. saic Tile Co., Zanesville, Ohio.

dding: "Beauticale" white sheets d pillowcase, Utica and Mohawk ton Mills, Utica, N. Y. Embroiy by Mariska Karasz, New k, N. Y. "Sylvania" mustard ow blanket, Chatham Mfg. Co., in, North Carolina.

ttresses: "Koylon" foam rubber ttresses, U. S. Rubber Co., New k, N. Y.

Lamps: Pewter and wood lamps and shades designed by Margaret Dana. Mutual Sunset Lamp Mfg. Co., New York, N. Y.

Accessories: Turquoise bowl on side table and green glazed pottery bowl on small table by Beatrice Wood. America House, New York, N. Y. Hexagonal 17th century Dutch pewter tea caddy, C. W. Lyon, Inc., New York, N. Y. Blue powder set on chest from Shelley Marks, New York, N. Y.

Art: "March" unframed embroidery by Mariska Karasz, New York, N. Y., courtesy of Bertha Schaefer, New York, N. Y. "Glory Bower" by Charles Prendergast, Kraushaar Galleries, New York, N. Y. Stone owl by Francois Rubitschung, Wor-De-Klee, Inc., New York, N. Y.

Hall Bathroom

(Page 134)

Bathroom fixtures: "Dresslyn" lavatory, tub, shower head, and other fixtures, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa. "Permalune" shower door, Shower Door Co. of America, Atlanta, Georgia. Thermostatic shower mixing valves, Leonard Valve Co., Cranston, R. I.

Linen: Handwoven linen towels, Block House Linens, Oak Grove, Oregon. Martex towels, Wellington Sears Co., New York, N. Y. Embroidery by Mariska Karasz, New York, N. Y.

Leaf-inset plastic window panel: Spencer Smilie, Hollywood, California.

Tile: Glazed ceramic tile on walls, "Granitex" counter and floor, Mosaic Tile Co., Zanesville, Ohio.

Bathroom accessories: Extension mirrors, The Acme Specialty Co., Toledo, Ohio. Medicine cabinets, towel shelves, electric heaters, Miami Cabinet Division, The Philip Carey Mfg. Co., Middletown, Ohio. Striped glass, James Amster, New York, N. Y. Apothecary jars and cannisters, Mottahedah Creations Inc., New York, N. Y. Potpourri, Shelley Marks, New York, N. Y. Lazy Susan, The Post Mart, New York, N. Y. Wastepaper basket, House of Italian Handicrafts, New York, N. Y.





Versatile ! in cocktails, tall drinks or straight !

Dubonnet

Serve versatile Dubonnet for pre-dining enjoyment...or as a gracious compliment to fine food! Dubonnet...the only drink of its kind in the world! Dubonnet Aperitif Wine...

Product of U. S. A., © 1951, Dubonnet Corp., Philadelphia, Pa.



Dubonnet COCKTAIL
one-half Dubonnet
one-half gin
stir with ice, strain
add twist of lemon peel



Dubonnet STRAIGHT
serve well chilled,
add twist of lemon
peel; no ice



Dubonnet "ON THE ROCKS"
place 2 ice cubes in
old fashioned glass, fill
with Dubonnet. Twist
of lemon peel may be added.



Dubonnet and soda
jigger of Dubonnet
juice of half a lemon
add ice cubes
fill with soda and stir



"Corinth" hand-blown goblet

Crystal by Cambridge

Give this most beautiful of crystal as it has been given to brides for 50 years — as a gracious compliment to her good taste and yours. Give it thoughtfully, with the assurance that she can always, and inexpensively, add to her pattern. For Cambridge patterns are available in as many as 70 different pieces of tableware and accessories — to season daily living — to spice bright hospitality.

Newest idea for the bride

To help her build up her pattern evenly, give Cambridge in individual place settings of goblet, sherbet and cocktail glasses, salad plate. Selection of plain, etched and engraved patterns from about $5 to $14 per setting.

The Cambridge Glass Co.
Cambridge, Ohio

CAMBRIDGE 50th year FINE GLASS MAKING

CAMBRIDGE HAND MADE

fine American hand-made crystal

Where Is Home?

By Rosamond Pratt

Home is often where the heart has been transplanted from its native soil, and the wise woman welcomes its replanting

The first Christmas we spent in the South—and that was many years ago—early in the morning I heard the popping of firecrackers. This, to my New England ears, was a singular time for such sounds, for in New England it is the Fourth of July which is thus heralded. When I inquired about it, my friends were much amused. It was such an old and established custom in Virginia that none of them had even noticed it. But I, recalling the snow-clad Christmases of my youth, and now looking out at the children romping on the still-green grass, was struck by the good sense of making such celebration when the weather was cool instead of waiting for the torrid temperature of summer.

It is such contrasts which sharpen our awareness of differences in places and point up our memories.

Ever since the Phoenicians went sailing in search of Ultima Thule, long before the birth of Christ, the human male has been a pioneer, an adventurer, a colonizer. And the human female has been a willing or unwilling companion in his travels.

To be sure, there are records of intrepid women who were the driving force in some exploration of discovery. The red-haired Freydia was more indomitable than any Viking in the eleventh-century expedition from Greenland to Vineland. Eleanor Dare, 360 years ago, was even more determined than her husband to leave England to build a new home on the Island of Roanoke off the North Carolina coast.

But most frequently it is the man who takes the initiative and the woman who picks up where he leaves off—making the prairie hut into a home, bringing up children to be citizens of the chosen land.

While these things have been so since the beginning of recorded history, there has never been a time like the present when so many thousands of women have been transferred from the familiar s of their childhood and youth. found themselves confronted w totally strange enviroment.

While the United States mus deed seem bewildering to the who has never been out of tralia or Italy—or vice versa— ilar readjustment in lesser de is required of every woman finds herself definitely rem from the place where she has her life up to a certain period, set down where there is not a gle person who ever knew father or her mother, in a where the trees and flowers very winds and rains of the sons, are unlike those she has accustomed to.

Gay and gallant as many— haps most—of these women some of them take longer tha ers to make the adjustment. some never make it complete

There are many factors enter into this, but perhaps is a basic one which helps t plify all the others. The ada woman, either consciously o consciously, promptly con any place she lives as *home* refers to it in conversati *home*. She cultivates the ha thinking about it as *home*. S cepts it with its peculiarities, a tages and disadvantages, as

We have all known wome have lived for 30 or 40 ye a city, a town, or a villag still repine for that othe town, or village which they long ago. Sometimes they re often on visits that their hu are part-time widowers. Som they even cajole their husba to changing their business a tablishing themselves back native heath. Sometimes t neither of these things, bu bornly, in their secret heart cherish the belief that they belong where they were bor

Such nostalgia defeats t richment which, in the life

(*Continued on page 1*

AMERICAN STYLE LIVING ROOM

CONTINUED FROM PAGE 111



The beauty of natural wood proclaims itself in this commodious chest in the living room.

ke the rest of the Pace-Setter house, the living room (shown pages 108-111), the sheltered rch for fair-weather dining (page 0), and the terrace (pages 144, 5, and 155) have an air of easy formality—a kind of unpreten-us elegance that springs from s apt choice of furnishings:

Living Room
Pages 108-111

rniture: All furniture designed T. H. Robsjohn-Gibbings. Wid-omb Furniture Co., Grand Rap-. Mich.

or Covering: "Calla Lilly" rug, id-knotted by Olga Anhalzer ch. F. Schumacher & Co.

prics: "Buttermold Damask" on n (page 108). "Diamond Tex-e" on bench and sofa (page). Belgian linen on armchairs ottoman. Novelty Net drapery ric with Dobeckmun's "Lurex" ad (page 153), all F. Schu-her & Co., New York.

ther: Upholstery on tub chair n Blanchard Bros. & Lane, a nber of the Upholstery Leather up, Tanners Council of Amer-

l: *Faience* tile fireplace wall gned by Lucio Costa, and anitex" tile floor. Mosaic Tile Zanesville, Ohio.

ical bamboo blinds: "Natural-t to Peel" finish. Calhawaii. adena, California.

ps: Glass base lamp. Helen Wood Studios, Northampton, Mass. Ceramic base table lamp designed by Rolf Key-Oberg, Wor-De-Klee, Inc., New York, N. Y. Lattice pattern shade on ceramic lamp. Ward & Rome, New York, N. Y. Three polished brass lamps designed by T. H. Robsjohn-Gibbings, Widdicomb Furniture Company, Grand Rapids, Michigan.

Drapery fixtures: Gould-Mersereau, New York, N. Y.

Art: "Red Barn" by Georgia O'Keefe, courtesy of The Downtown Gallery, New York, N. Y.

Barometer: "Solitaire" Storm-guide, Taylor Instruments Co., Rochester, N. Y.

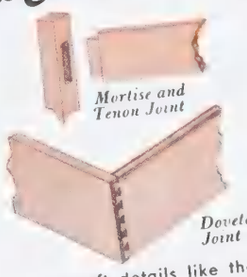
Fireplace equipment: Log cradles, Peerless Manufacturing Corporation, Louisville 10, Ky. Hearth brush and pan, America House.

Accessories: "Senator" alligator table lighters, Ronson Art Metal Works, Newark, N. J. Antique-finish table lighter, Evans Case Company, North Attleboro, Mass. Writing paper, Eaton Paper Corporation, Pittsfield, Mass. Appliquéd pillow is a Scandinavian import. Fringed pillow is embroidered by Mariska Karasz, New York, N. Y. Large Talavera pitcher on top of desk, Joseph Montllor, New York. Faience oval wall plaque, Frederick P. Victoria, New York. Woven Puerto Rican screen (page 109), Ficks Reed Co., Cincinnati, Ohio. Brass desk accessories, large pewter plate, Delft

(Continued on next page)



The Cushman Way



Cabinetcraft details like these help make CUSHMAN the leader in maple-finished furniture

The Peter Schuyler Double Dresser

Another **Cushman** Colonial Creation

You'll welcome the extra storage in this compact, attractive eight-drawer chest that occupies little more floor space than an ordinary bureau. Smart straight-line design and satin-smooth maple finish make the Peter Schuyler Double Dresser equally "at home" in Contemporary or Colonial settings.

For your life today, for the years to come . . . Cushman Furniture assures you useful beauty. Exclusive Cushman color-control guarantees the same hand-rubbed, high-lighted maple shading on every piece so you can add to your collection of Cushman Creations at any time.

Special Offer!
ONLY $3.95
PARCEL POST PREPAID
(RETAIL VALUE $6.25)



Colonial Cricket Stool

13" x 9" x 8" high, maple-finished and hand-pegged. Offered at a fraction of its value to show you the construction, finish and craftsmanship of CUSHMAN Colonial CREATIONS. Useful for fireside, living room, den, bedroom. Ideal as a gift.

Free With Stool
—*illustrated 32-page book, "Suggestions for Decorating a Colonial Home", mailed under separate cover. (For booklet only, send 25c)*



H. T. CUSHMAN MFG. CO., Box 512
North Bennington, Vermont

☐ Enclosed find $3.95 for footstool (add 25c if West of Mississippi), including FREE—"Suggestions for Decorating a Colonial Home."

☐ Please send me "Suggestions for Decorating a Colonial Home." Enclosed find 25c in coin. No stamps please!

Please Print

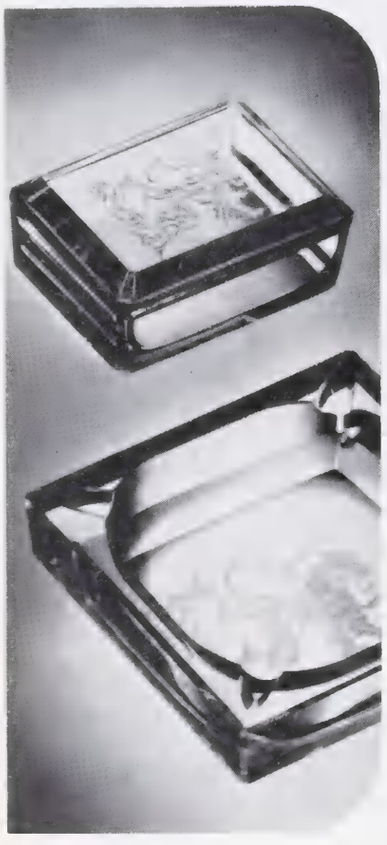
Name _____

Address _____

City _____ *State* _____

Faces Beaming

Good to see Viking's "Insignia" Smoker's Set etched with the new *Luxury Lions*



Watch the smiles that praise your taste when friends see this smoker's set. The cut and polished crystal is alive with dancing highlights. The exquisitely proportioned ash-tray is a big 6-inch square—the cigarette box is king-size. See this set at your good Viking store today.

VIKING HAND MADE

Treasured American Glass

VIKING GLASS COMPANY
New Martinsville • West Virginia

AMERICAN STYLE LIVING ROOM

CONTINUED FROM PRECEDING PAGE

tobacco jar. Ginsburg & Levy, New York. Williamsburg Restoration pewter tray. Craft House, Williamsburg, Virginia. Karhula wine glasses on tray. Finland House. Large blue and white Delft plate, on triangular table. Van Biene, New York, N. Y. Glazed pottery vase holding pansies, made by Beatrice Wood; glazed ceramic covered tobacco jar by Marguerite Wildenhain. America House. New York, N. Y. Lavender and blue ash tray holding fruit. House of Italian Handicrafts, New York, N. Y.

Porch

(Page 110)

Furniture: Pompeian Green wrought-iron furniture, "Lanai Group," Lee L. Woodard & Sons, Owosso, Michigan.

Fabric: Plastic-coated "Java Cloth" upholstery on chairs, F. Schumacher & Co., New York, N. Y.

Table accessories: "Contour" sterling flatware (shown close-up on page 116). Towle Mfg. Company, Newburyport, Mass. "Mesa" Franciscan Fine China. Gladding, McBean & Co., Los Angeles. Plaid tablecloth designed by Russel Wright, and napkins, Simtex Mills, New York. Karhula glasses, Finland House, New York. Hand-turned salt dishes, John May, Jackson, New Hampshire. Ceramic pepper mills, Sitterle Ceramics, Croton Falls, N. Y. Earthenware pitcher used as flower container, Edith Heath, Sausalito, California.

Tile: "Granitex" floor tile, Mosaic Tile Co., Zanesville, Ohio.

Radio: "Philco" portable radio, Philco Corp., Philadelphia 34.

Other accessories: Sunbeam "Coffeemaster," Sunbeam Corp., Chicago, Ill. Williamsburg Restoration pewter tray, Craft House, Williamsburg, Virginia. Basket tray, Langbein Giftwares, Brooklyn, N. Y. Wine bottle on basket tray, House of Italian Handicrafts, New York, N. Y. Fish base lamp, Brach-Allen Studios, Chicago, Ill.

Screening: "Lumite" insect screening of Saran, Chicopee Mfg. Company, New York, N. Y.

Recessed ceiling lights: Lightolier, Inc., Jersey City, N. J.

Vases Gleaming

Nice to have Viking's "Insignia" Vases etched with the new *Luxury Lions*



Even flowers seem flattered when these crystal beauties hold them. There are few more beautiful vases—perhaps none that give you such value. Pair the 5½-inch and 4½-inch companion on your table or modern mantel. See Viking "Insignia" vases at your good Viking store today.

VIKING HAND MADE

Treasured American Glass

VIKING GLASS COMPANY
New Martinsville • West Virginia

Terrace

(Pages 144, 145, 155)

Furniture: Weatherproof black ish iron with water-repellent d upholstery is from the "An cana" group, designed by F Laszlo, Pacific Iron Products, Angeles.

Cart: Wire frame cart from Wire Frame Shop, New York, N Ribbons on canopy and napk courtesy of Dennison's, New Y

Radio: Portable with leather c RCA Victor, Camden, N. J.

Pitcher: Earthenware, by E Heath, Sausalito, California.

Lighting: Chrome bullet-sh light, Lightolier, Inc., Jersey

WHERE IS HOME

CONTINUED FROM PAGE 17

man beings as with flowers, crues from being transplante

The charms of one place ar hanced by comparison with other. Instead of taking thing granted, one is acutely awar them, and being aware is l alive. The Middle Westerner w a self-chosen expatriate in Par gards the Champs Elysées w more perspective eye because most subconsciously, he remem wilder, wider spaces. The girl the big cold farm in Maine, si in her tiny apartment in a cro city, recalls the spaciousness o old house with affection and is suddenly grateful for this i diate coziness, its warmth, its bath, its gushing hot water. M ory and reality enhance each

I myself have lived in the S for almost as many years as I in New England where I was And yet whenever I hear firec ers at Christmas I notice t Once we spent a Christmas in tegena, Colombia, and here I heard firecrackers in the morning. And here again called the white, cold sereni New England and the cool shine of Virginia. So my ple in this exotic and tropic spot given a third dimension.

To keep in touch with fr and places we have known i past deepens our lives. To en age nostalgia or even perm weakens the formulation of and creative ties.

Wherever you live is *hom* will be, if you make it so.



© 1951
St. Marys Woolen Mfg. Co.

Sure, you're happy and draggled and sparkly with Spring . . . but that's no way to grow fleece for a St. Marys Blanket. That fussy St. Marys Man isn't going to buy your buoyant little heart . . . he's after the softest, warmest, springiest, strongest, sweetest fleece in the world! And yours won't be that way gawking at clouds . . . sloshing in pools . . .

Fleece rejected by the St Marys Man . . . that's the greatest tragedy a sheep can ever know, Ophelia!

ST. MARYS BLANKETS
ST. MARYS, OHIO

ST. MARYS BLANKETS ▪ ST. MARYS BABY BLANKETS ▪ ST. MARYS ROBES ▪ ST. MARYS FABRICS ▪ THREE WEAVERS HANDWOVEN THROWS

nature's colors in nature's favorite - Klearflax LINEN carpets



STYLE WISE A delight to the homemaker, preferred by the decorator—conservative or daring as the occasion demands. Klearflax Linen, a traditional leader in beauty, design and color, is equally at home in period or contemporary decor—the choice of those who can afford to spend more.

QUALITY WISE Klearflax Linens are more beautiful, wear better and are made better than ever before—and linen has been famous for durability since first used to help preserve the Pharoahs' mummies. Easy to clean and to keep clean, linen rugs wear for years on one side—then they're reversible. And wear actually softens their texture, increases their beauty.

BUDGET WISE Be prepared for a pleasant surprise at the continued low price of Klearflax Linen. Such beauty, durability and such unusual quality, backed by more than 40 years of linen carpet-making, are still available at prices from $9.95 to $13.95. Ask your dealer or decorator for Klearflax Linen.

Get the beautiful, full color, magazine size booklet showing the complete Klearflax Linen and Wool line. Write Dept. H, Klearflax, Duluth 7, Minnesota. Enclose ten cents for postage and mailing.

LINEN
carpets by Klearflax
DULUTH 7, MINN.

Cheney Brothers — WEAVERS OF FINE FABRICS



CHENEY BROTHERS · *350 Fifth Avenue · 509 Madison Avenue, New York*

Cheney FABRICS

Fabrics available through decorators, stores and manufacturers.

Spencerian... in wrought iron and aluminum



Woodard's newest...Spencerian...a fluid design in wrought iron and aluminum that brings airy elegance to indoor dining or al fresco living. Heavy glass table tops reveal all the charm of Spencerian's tracery. Parkerized, like all Woodard furniture, for rust protection. See it at your favorite store.

LEE L. WOODARD SONS. General offices: Owosso, Michigan
New York • Chicago • Boston • Los Angeles

... style authority in wrought iron

LEE L. Woodard SONS, OWOSSO, MICHIGAN

IE FABRICS IN THE PACE-SETTER HOUSE

CONTINUED FROM PAGE 153

hile the patterns and textures e entire group of 13 Pace-Set-abrics stems from the inspir-ymbols of an older America, abric types and the materials hich they are woven were cho-vith the living habits of mod-Americans very much in mind. so it is an assortment of some y sturdy stuff which F. Schu-er & Co. has developed for ins and draperies, upholstery, overs, and bedspreads. And an see for yourself how pleas-such fabrics can dress a without betraying their in-practicality. Almost all these fabrics come in a number of ralistic colors which are pe-rly congenial with wood fin-. and, by a fine coincidence, not to highlight soil marks. ed down and deep tones of n, gray, brown, henna, gold, blue do the trick. All of this c is dry-cleanable, much is able, none has to be handled any more tenderness than non sense would demand. Ex-for Orlon curtaining, all are wide.

ere is a quick rundown of this group of fabrics:

Woven fabrics

velty net in dining room of n-color cotton, rayon, and Do-mun's "Lurex" metallic thread. lon ratine net—a new quick-drying, dimensionally stable, acrylic fiber especially impervious to sunlight—used in cream color in master bedroom, 54" wide.

Rayon tweed on slipper bench and chairs in master bedroom.

"Buttermold Damask" in oatmeal color used on sofa and dining chairs in living-dining room. Cotton and spun rayon.

"Modern Shadow Weave" in green and cream rayon, used on beds and in draperies in master bedroom. Diamond texture in natural color Belgian linen and cotton on sofa and bench in living room.

Printed fabrics

"Gypsy Tent", a calico-quilt inspired cotton, designed by John Jacoby, used in second bedroom.

"Green Mountain." linen, patterned in nut brown, used in study.

The five other prints shown on pages 152-153 are:

"Tree of Life," a cotton print that takes its design and color from classic crewel embroidery.

"Braided Basket," linen printed to have the textural (and soil-hiding) quality of woven straw.

"Carved Wheat," a printed linen that repeats the shock of wheat motif of the whole house.

"Rawhide," a geometric pattern from an old trunk, printed cotton.

"Buttermold Eagle," the great American bird, copied from a carved mold and printed on linen.



ODE TO A SHEAF OF WHEAT

By Constance Manss

Most decorative symbol of this land
Of plenty! Oh, American design,
Modern motif! Of course, I understand
Your use in pattern, but it is not mine.
I see your beauty in a living field
Of sweet sea-waving grain—unsheathed
And free as are the men who planted seeds
In the same soil they furrowed, who believed
That in all seasons God would shield
Their grain from ruin and provide their needs.

Oh, bread of life! To me you symbolize
The sheaf that binds the men and women who
Have labored long that you could grow, whose eyes
Have scrutinized your every stage and hue
With tenderness and love. In liberty
They worked and rested while they watched you grow
And knew their destinies to be your own—
Aware that they reap only what they sow,
Serving their function in simplicity,
And in themselves the greatest harvest known.

Anton Bruehl



Personal Treasure

of STRIKING PERFECTION

The ultimate in contemporary silversmithing---Patterns portrayed above: *A* - Golden Age*, solid gold ❀ in solid silver; *B* - Edward VII*; *C* - Woodlily*; *D* - Fiddle Thread; *E* - Fiddle Shell.

6-piece place-settings $33.75 to $44.75
Federal Tax included

*design pat.

at selected jewelers and wherever finer sterling is sold

FRANK SMITH SILVER COMPANY
Gardner 6, Massachusetts . . . *for over sixty years*

For Matchless Manhattans!

MARTINI & ROSSI

IMPORTED VERMOUTH

Made in Italy from the Original 100 Year Old secret formula!



"It's great when you drink it straight"

(served chilled with lemon peel)

BLUE CHIPS by RENFIELD

RENFIELD IMPORTERS LTD., NEW YORK

PACE-SETTER PANTRY

CONTINUED FROM PAGE 149

expensive food lifts a cheap dish out of the ordinary, that food is not expensive in the final analysis. A bottle of Myers's Rum used for flavoring will last a long time. It only seems expensive because it cannot be bought in small quantities like vanilla. It would appear a great extravagance if it were purchased by the quart.

If a couple of small cans of crab meat at $1 apiece enable you to stretch a dinner so you can entertain guests at home instead of taking them out, then they are cheap.

The background thinking which goes into the assembling of a proper inventory of staples is like that behind choosing a wardrobe. The well-dressed woman assembles her clothes to meet her needs. She chooses different kinds of dresses to meet the various situations she expects to come up, and adds the right accessories for each dress. Part of her clothes are sure to be "basics," costumes which go different places accordin whether they are dressed u down.

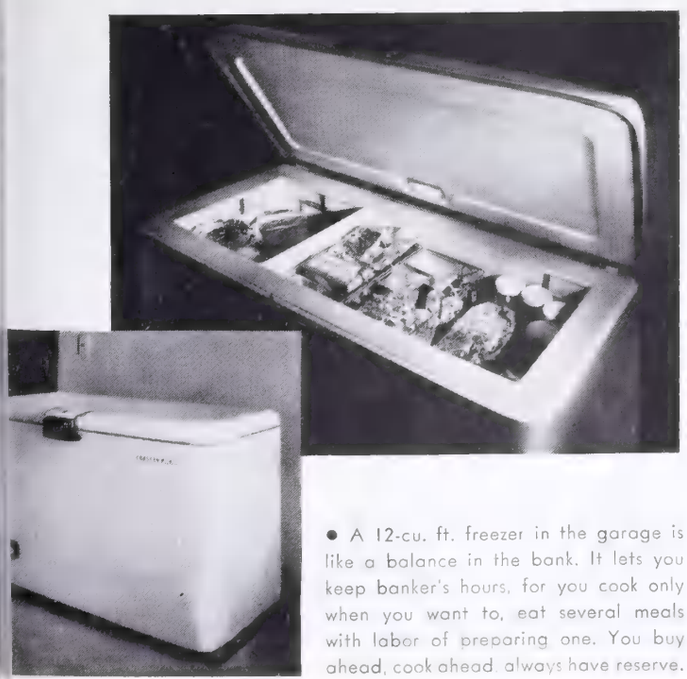
Modern staples, like clothes naturally into types. These include cereals, fats, sweeten dairy products, canned, prese dried and semi-ready foods, l ages and juices, aids for ra dough, spices, condiments, an vorings of different kinds. C ing the tremendous numbe frozen foods and ready-mixes, are several hundred generic c fications of food on hand.

The important thing to re ber about staples is that group of foods is the key to responding group of dishes the correlation of these two g fixed in your mind. The mor plan how to make use of wha keep on hand, the easier and successful your meals will be. is a list against which to me your own practices.

TYPE OF STAPLE	HOW YOU USE IT
Canned Soups	
Stocks of beef, chicken and veal are the foundation of French cookery. They are used to make soups and sauces. What's the difference if they are made at home or in the factory? Once made, they are used the same way.	
Chicken broth Buy by the case if you have space.	Basis for other soups, c veloutés, purées. Mix with soups to make a new dish. of gravies and sauces. Esp useful when using frozen c parts and there is nothing to gravy with. Add to bread c for stuffing. To tomatoes. Fo ing risotto. For cooking rice For fried rice. Sauce velout bread pudding with chees cook with cornmeal for pole Chinese dishes. With le chicken for chicken loaf. B which to poach albondigas ish meat balls).
Chicken bouillon cubes	Use instead of chicken broth only a small amount is need you don't want to open a fu
Beef consommé	Use in the same way as c broth.
Beef bouillon cubes	Better than consommé, but be used only in small amou step up gravies, for examp
Tomato soup	To combine with other sou sauces.

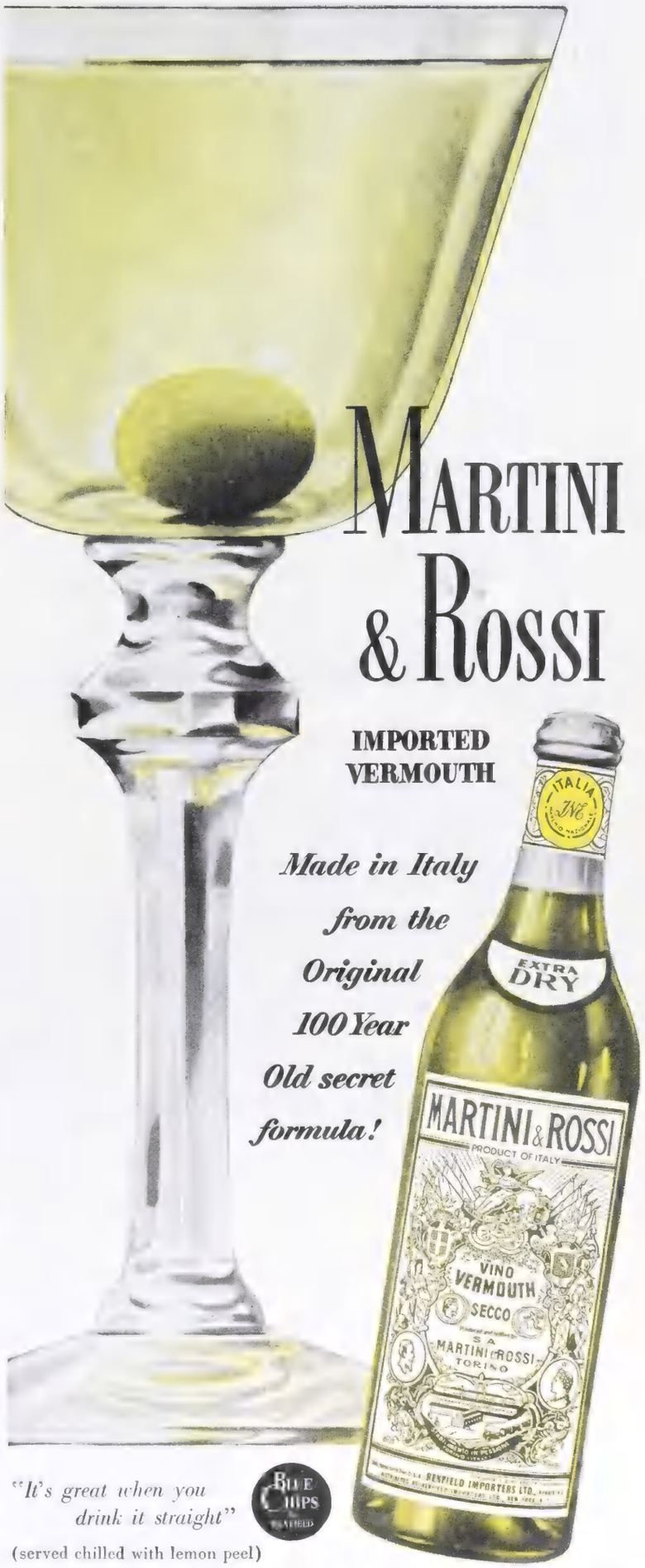
YPE OF STAPLE	HOW YOU USE IT
Mushroom soup	For sauces, creamed dishes. For all the beef dishes à la Strogonoff, in which meat is used with sour cream.
Black bean soup	One of the few soups which is highly successful used alone, with the addition of sherry, lemon slice and chopped eggs.
Canned Fish	
Crab flakes Shrimp (cleaned) Lobster Clams Clam juice	These shell fish are the basis of a great many easily-made and delicious dishes—soups, chowders, newburgs, salads, mousses, jambalayas, curries, sauces, soufflés, canapes, kedgerees.
, with and without oil Smoked salmon Sardines Smoked oysters Trout paté	
Canned Meat	
Sell's liver paté Canned chicken Canned tongue Corned beef	All are good for hundreds of uses.
Canned Vegetables	
Tomatoes Tomato juice Tomato paste	Meat and casserole dishes, sauces, soups, aspics.
Artichoke hearts	For salads.
orn, creamed and whole kernel	Puddings, chowders, soups. To add to casserole dishes.
Potatoes, boiled and shoestring	Good for emergencies when there's no time.
Whole beets	Time-saver for pickled beets, borscht.

(*Continued on next page*)



• A 12-cu. ft. freezer in the garage is like a balance in the bank. It lets you keep banker's hours, for you cook only when you want to, eat several meals with labor of preparing one. You buy ahead, cook ahead, always have reserve.

For Marvelous Martinis!



"It's great when you drink it straight"

BLUE CHIPS

(served chilled with lemon peel)

RENFIELD IMPORTERS LTD., NEW YORK



Syroco Wood CURIO CABINET

Easily adjusted glass shelf provides for display of any size decorative objects. Plate glass mirror back. 18" x 13" x 4½" deep. Finishes: Mahogany, White with Gold or Gold.

At better Gift, Department and Furniture Stores

ABOUT $11.95 slightly higher west of the Mississippi

©SYRACUSE ORNAMENTAL CO., INC. SYRACUSE 2, N. Y.

PACE-SETTER PANTRY

CONTINUED FROM PRECEDING PAGE

TYPE OF STAPLE	HOW YOU USE IT
Kidney beans	Numerous quick bean dishes.
Limas	Good port in any storm.
Canned Fruits	Use these as a basis for some else.
Apple sauce	A quickie for lots of inter desserts.
Pineapple slices, chunks, crushed	Invaluable in many ways.
Apricots, peeled (with pits)	Fruit salads.
Peaches	Peaches Melba.
Pears	With port or ginger.
Cherries, bing	Cherries jubilee.
Dates and figs (dried)	For baking, puddings and mo
Fruit Juices—canned and frozen	
Pineapple Apple Grape Prune Cider (in Fall) Papaya Frozen concentrates orange, tangerine, grapefruit, lemon	You know plenty of things with all of these.



Wrought Iron and Cast Aluminum



Molla builds for enduring beauty. Enjoy this furniture's loveliness through the years... in the dining room... on the terrace. Guaranteed rust-free for 8 years. In 10 exclusive pastel colors and white.

Write for name of nearest dealer to Dept. 6B

molla, inc.

171 Madison Ave., New York 16

TYPE OF STAPLE	HOW YOU USE IT
Jams, Jellies, Marmalades	
Orange marmalade Currant jelly Quince jelly	For meat sauces and dessert, also. For dessert sauce
Apricot marmalade	For desserts.
Strawberry jam	For desserts.
Raspberry jam	For desserts.
Bar le Duc	For desserts.
Raspberry syrup	For desserts.
Cranberry jelly	Good mixed with vanilla ice cream. makes desserts with oranges.
Cereals	
Shredded wheat	For stuffings, anywhere in place of bread crumbs.
Corn flakes Puffed rice Puffed wheat	For baking, plus the obvious.
Yellow and white corn meal	For spoon bread.
Coarse ground yellow	For polenta.
Buckwheat grits (Kasha)	To serve with any meat dish prepared with sour cream.
Rice, long grain, brown	Casseroles and desserts.

(*Continued on next page*)



SOLID
Knotty Pine

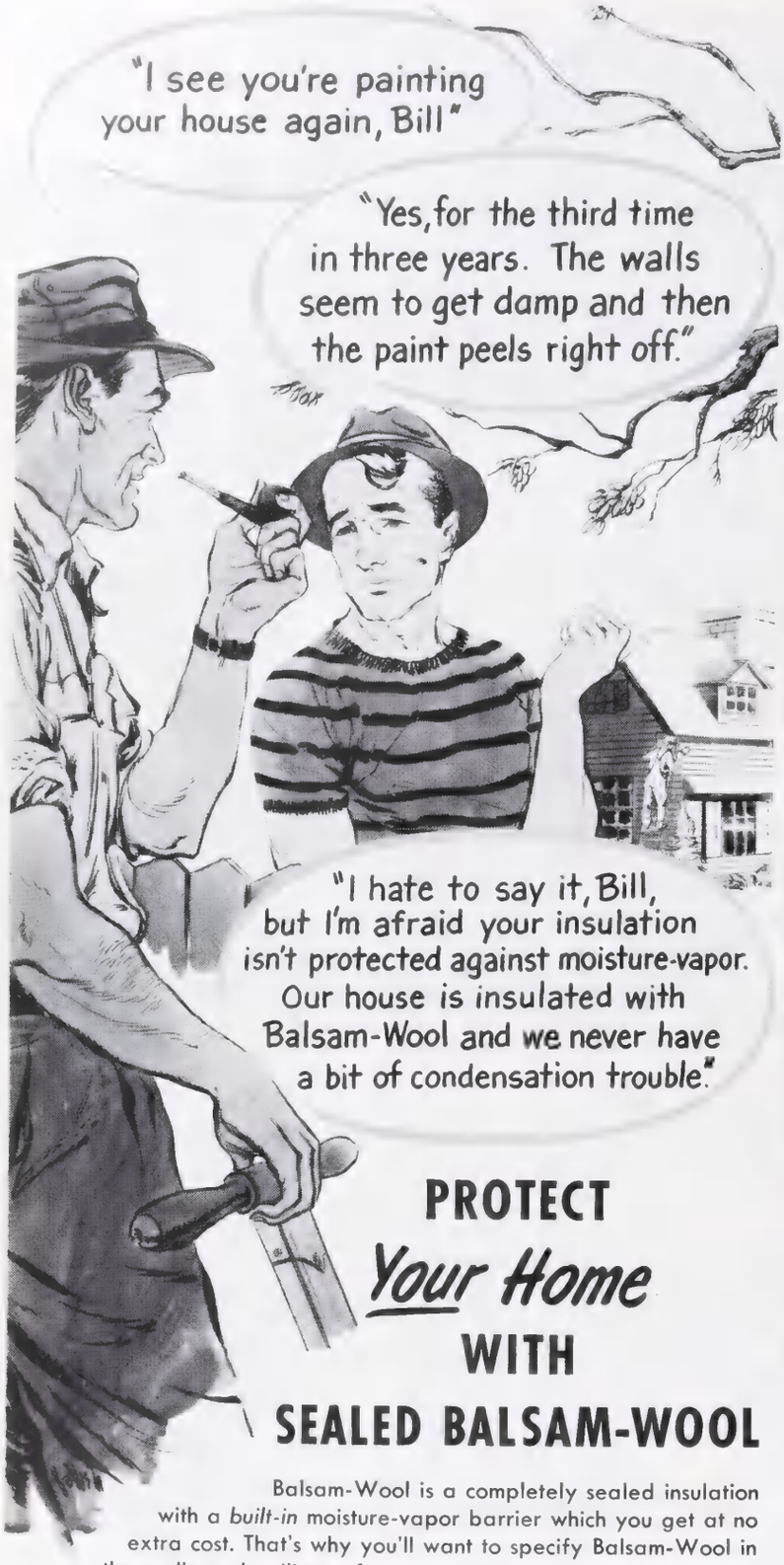
What can be more typical or more appropriate for our present day living than furniture like this—Unique's Solid Knotty Pine open stock series in both dining and bedroom pieces is perfect for the ranch type home or, either Colonial or Cape Cod cottage types. It even blends with contemporary backgrounds and the wide selection offered permits a choice of pieces to meet any need. The rich brown "aged" pine color makes decorating easy.

An illustrated folder describing the complete series will be sent upon request.



An Organization of Master Woodworkers Since 1854

UNIQUE FURNITURE MAKERS
WINSTON-SALEM, N.C.



PROTECT *Your Home* WITH SEALED BALSAM-WOOL

Balsam-Wool is a completely sealed insulation with a *built-in* moisture-vapor barrier which you get at no extra cost. That's why you'll want to specify Balsam-Wool in the walls and ceilings of your new home—or for the attic of your present home—to get maximum insulation efficiency and protection against wall condensation problems. Learn more about Balsam-Wool—why it's preferred—see your lumber dealer or mail the coupon.



Balsam-Wool* SEALED INSULATION

Protected Against Wind • Moisture-Vapor • Settling

*REG. U. S. PAT. OFF.

BALSAM-WOOL
NU-WOOD
TUFFLEX

Products of Weyerhaeuser

Wood Conversion Company
Dept. 111-51, First National Bank Building
St. Paul 1, Minnesota

Please send me free booklet on Balsam-Wool . . . "Facts about Insulation for Your Home."

Name .....

Address .....

City ..... Zone ..... State .....

PACE-SETTER PANTRY

CONTINUED FROM PRECEDING PAGE

TYPE OF STAPLE	HOW YOU USE IT
Wild rice	For "occasions."
Rolled oats, steel-cut oatmeal	Cereal and Scotch oatbread.
Sweetenings	
White sugar—loaf, powdered, and crystallized	
Brown sugar	
Maple syrup	
Honey	Keep it on hand and let it age. It is better for cooking when it has stood around a year.
Molasses	

In addition to the staples listed above, the following are recommended to round out your "inventory". Like the rest of the list, they are selected on the basis of the practical cooking experience of the four women mentioned in the article on page 148.

Curry Corner:
Curry powder — Bombay duck
shredded coconut — peanuts
Major Gray's chutney

Chinese Corner:
Chinese noodles — water chestnuts
preserved kumquats
candied ginger
preserved or fresh ginger
rice cakes — Chinese tea
Soy sauce — peanut oil
(Wine is also needed for this cooking)

Spanish Corner:
dried peppers — chili pequenos
oregano — cummin
saffron — olives
Guava paste — Chili powder
pickled peppers

Baking Corner:
3 kinds of Baking Powder
soda — cream of tartar
flours

Dessert Corner:
chocolate—syrup and solid
almonds, blanched, prepared different ways
shelled walnuts
raisins, seedless and seeded
currants — dates
dried lemon and orange zests
candied peel, orange, lemon, citron,
chocolate, butter, dots, cocoa
Maraschino cherries
Hawaiian coconut syrup
silver balls for cake topping
vanilla, lemon, almond,
peppermint extracts
sherry — brandy
kirsch and all the liqueurs that you can afford
Baker's coconut
Nuts of all types

SO LOVELY...



YET COSTS SO *LITTLE!*

NATIONAL GUARD SCREEN DOOR GRILLES

FULLY ADJUSTABLE, for easy installation. Skillfully handcrafted in durable steel. Finish, white enamel. **$21.50** GRILLE ONLY

★ Style S-81 (illustrated) features Wild Duck of cast aluminum
★ Similar Design C-81 fits Combination Screen-and-Storm Doors.

See Full Selection of Beautiful Designs

At Your Hardware or Building Supply Dealer

NATIONAL GUARD PRODUCTS, Inc.
540 Jackson Ave. P. O. Box 1520 Memphis 1, Tenn.

Seasoning Corner:
ruffles (canned)
Worcester sauce Tobasco sauce
horseradish mustards
Trader Vic Sati powder
meat tenderizer (made from papayas)
capers ginger
smoke flavour pickled onions
See rest of herb and spice list on page 199.

Cocktail Corner:
roasted coconut chips Fritos
crisp fried bacon rind
curried peanuts Macadamia nuts
other salted nuts

In the Refrigerator:
milk, cream, sour cream or yogurt
eggs
cottage cheese and cream cheese
Ballard's Biscuits
Italian cheese for grating
Cheddar cheese
bacon lettuce
watercress carrots
salad ingredients and other fresh vegetables

In the Vegetable Bin:
potatoes onions
garlic bananas
vegetables: peas, limas, asparagus

In the Freezer:
sherbets (your pets)
bread, cakes, cookies
part of almost everything you cook
meats, fowls
soups (the difficult ones). You should cook in quantity, and "ride free" on the work of one big cooking by freezing some
left-overs, for use as ingredients in new recipes

Fats to have on hand:
oils: olive, peanut, corn
butter
lard
bacon fat

Miscellaneous Starches:
corn starch, spaghetti, macaroni
canned hominy sago
tapioca pearl barley
soda crackers graham crackers
Bent's water crackers
Hol-Grain Wheat wafers
Triscuit
Norwegian flat bread

Dried Foods:
kidney beans split peas
lentils limas

But whatever you do, don't make the mistake of setting up an "emergency shelf." In this case only one

(*Continued on page* 198)





genuine *Boston Rocker*

As comfortable as it is charming! An authentic representation of the Early American pattern—one of more than 100

TELL CITY CHAIRS

in dining and occasional models, designed from Period patterns for today's homes.

No. 650½ ornamented as shown or plain finish Mahogany Walnut or Maple

WRITE DEPT. 5 FOR FREE Decorator Book on Period Styles and "Guide" to chair quality.

TELL CITY CHAIR CO., TELL CITY, IND.

CHAIRMAKERS SINCE 1865

RUUD-MONEL



180°

means HOTTER Hot Water

BETTER Service



in the Bathroom . . .

More baths per tankful—stored 180° water, mixed with cold gives *20% more* bath-temperature-gallons.



in the Modern Kitchen...

For hand or automatic dish washing—*plenty* of hot water, *plenty* hot. For the sanitizing rinse, *180° water.*

in the Automatic Laundry...

For *really white* washes you need *lots* of hot water; a minimum temperature of 160° in the washer tub, 180° in the storage tank.



Only RUUD-MONEL . . . assures the *flexibility* and *extra stored heat* of 180° hot water, because only Ruud-Monel safely withstands extra-high temperatures.

RUUD-MONEL . . . is PERFORMANCE-RATED. Performance-Rating *measures* the *hot water service* provided. It takes into account *speed of heating, tank capacity* and *stored water temperature.* For your guidance, the model number of each Ruud water heater denotes its Performance-Rating.

RUUD PRODUCTION is determined by the materials supply—Monel, steel, zinc, copper. Monel, in particular, is short because it is a vital war material. During this period when Ruud water heaters will be made in limited numbers, high manufacturing and performance standards will be rigidly maintained.

OTHER RUUD PRODUCTS

- Galvanized-steel-tank water heaters.
- Commercial and industrial water heaters.
- The Ruudiator House-heating Boiler.

RUUD Manufacturing Company, Pittsburgh 1, Pa.

CLEARER, SHARPER PICTURE BECAUSE IT'S...

Custom-tuned

for *your* neighborhood!

Yes, Custom-tuning *is important!* The television set in your home must be exactly tuned to the local reception conditions of your *own neighborhood* for clearest, sharpest pictures.

Only Air King television gives you neighborhood, Custom-tuning . . . and at no extra cost!



Model 17K1. *Mahogany Console. Equipped with 17" Picture Tube, AM-FM Radio and 3-speed Phonograph. Other models priced from $249.95 to $526.26.*

Before you buy *any* television set, arrange to have an Air King demonstration in *your* home . . . Custom-tuned for *your* neighborhood. One evening will convince you that a Custom-tuned Air King gives you the clearest, sharpest picture ever seen.

For the clearest pictures in your neighborhood, call your local Air King dealer for a free home demonstration. Or send for free literature to Air King, Dept. A11, Brooklyn 32, N.Y.

AIR KING TELEVISION

Custom-tuned

for *your* neighborhood

©Air King Products Co., Inc., Brooklyn 32, N.Y.

Subsidiary of

Hytron Radio & Electronics Corp., Salem, Mass. *Manufacturers of Receiving Tubes Since 1921*

HOW TO USE A DECORATIVE MOTIF

See Pages 150-151

One of the things that makes a house a Pace-Setter is attention to small details—like the use of the shock of wheat as a decorative motif. It appears on the house, on the station wagon and on fabrics, china and accessories. It says—much more subtly than a monogram, for example—"these things belong to this house."

If you are interested in the idea, the new book, *Index of American Design* (published by the Macmillan Company), has a wealth of objects that you could adapt for *your* symbol. If you have the chance, stop in at the National Gallery in Washington, D. C. On the first floor of the Gallery you'll find 20,000 drawings on file in the "index of American art" section. That's where we found the drawing of the shock of wheat, which was a wood carving advertising a baker's shop. The original carving is owned by the Newport, R. I., Historical Society.

Our design symbol led us to discover the following items which are shown on pages 150-151:

As motif of wrap-around apron:
Muslin separates: apron and blouse, from Guy Gil Fabrics, New York. Painting on wall: "Redbearded Amishman" by Kiehl and Xtian Newswanger, courtesy of George Binet Gallery, New York, N. Y. Large Talavera pitcher, Joseph Montllor, New York, N. Y.

As a decorative symbol on house:
Wood-carved plaque made by Carl A. Lindh, Newport, Rhode Island.

As a crest on the station wagon:
Replica of a drawing in the *Index of American Design*, National Gallery of Art. Crest executed by Frederick Eng, Tivoli, N. Y.

Imbedded in lantern:
Laminated plastic cylinder with wheat spray, made by Spencer Smilie, Hollywood, California.

On disposable cloth napkins:
"Masslinn" rayon-cotton non-woven cloth, Chicopee Mills, Inc., New York, N. Y.

On an antique footbath planter:
Old ironstone footbath with embossed wheat design, Elinor Merrell, New York, N. Y.

Embroidered on table linen:
Wheat motif embroidery designed and executed by Marisha Karasz, New York, N. Y. Woven fabric used for tablecloth and napkins, Moss Rose Manufacturing Co., Philadelphia, Pa.

As a front-door marker:
Wheat spray laminated in plastic, Spencer Smilie, Hollywood, California.

As a privacy screen in bathroom:
Wheat sprays imbedded in laminated plastic panels, Spencer Smilie, Hollywood, California.

On dinner plates:
Wheat sprays imbedded in laminated plastic panels, Spencer Smilie, Hollywood, California.

On household stationery:
Various stock sizes of envelopes and paper, Eaton Paper Corporation, Pittsfield, Massachusetts. Crest by Andrew Szoeke, New York, N. Y.

IMPORTANT NOTICE TO SUBSCRIBERS

• If you are going to move, it is necessary that the proper notification be made at the earliest possible moment so that you may continue to receive your copies of House Beautiful without interruption.

Such notification should be made to House Beautiful by letter, post card, or post office form #22S, giving the old address as well as the new, with postal zone number if any. You should also notify your local post office on postal form #22 of your change of address.

Since considerable time is required to process a change of address, you are urged to advise the House Beautiful Subscription Department as soon as you know your new address, preferably five weeks in advance.

House Beautiful Subscription Department
250 West 55th Street, New York 19, N. Y.

NOW - ANY PAINT COLOR YOU WANT!

choose from 1,322 colors in new COLORIZER Paints!



Walls: Colorizer No. 581C. Woodwork: No. 589A. Ceiling: No. 562C.

Get any color for interior or exterior use—and get it instantly!

Never before such a choice of fresh new paint colors—to make decorating quick, easy, and economical! Ask your Colorizer paint dealer, painter, or decorator to show you the Colorizer Album, containing 1,322 actual paint samples. See exactly how this remarkable paint will appear, dry, on your walls! Select the colors you want, in any paint finish—for walls, woodwork, floors, or exteriors—and get any color without waiting or special ordering! Only Colorizer paints give you all these special features—at budget prices!



***At last**—an easy guide to beautiful color schemes! Send 10 cents for the booklet, "New Colors for Better Living!" Colorizer Associates, 347 North Western Avenue, Chicago 12, Illinois.*

COLORIZER PAINTS ARE AVAILABLE IN THESE WELL-KNOWN BRANDS

Beauty By The Brushful Paints, *Brooklyn, N. Y.*

Bennett's Paints, *Salt Lake City, Utah and Los Angeles, Calif.*

Boysen Paints, *Oakland and Los Angeles, Calif.*

Bute Paints, *Houston, Texas*

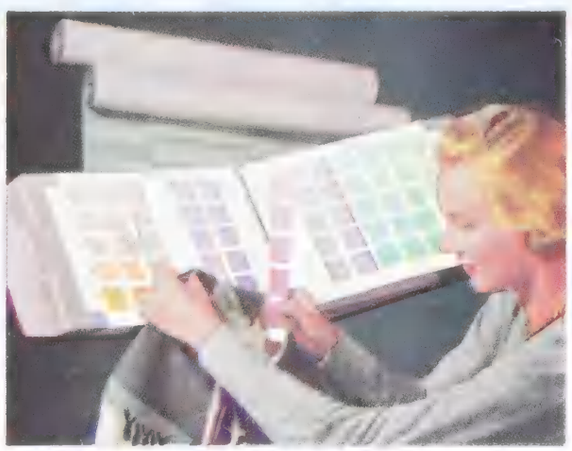
Flo-Glaze Paints and Enamels, *Toronto, Canada*

Jewel Paints, *Chicago, Ill.*

Komac Paints, *Denver, Colo.*

Lion Brand Paints, *St. Paul, Minn.*

Warren's Paints, *Nashville, Tenn.*



Colorizer* PAINTS

*The word "Colorizer" is a trade-mark. ® for fluid paint colorant.

Colonial Dame

FOR A MELODY OF COLOR

The quaint and charming *Colonial Dame* dressed with a gorgeous Empire Green bowl pendant to a swirling base. For you to give or get, there's nothing nicer than *Colony* in clear crystal and *Colonial Dame* resplendent in color . . . open stock at the better stores everywhere.



FOSTORIA GLASS COMPANY • • • MOUNDSVILLE • WEST VIRGINIA

plan with Masland Duran*

all-plastic upholstery

FOR EVERY ROOM



Yes, Masland Duran is beautiful... and more. It's long wearing, comfortable and easy to clean on all types of furniture. See it now in fashionably blended colors and patterns to meet your preferences in home furnishing.



REE! folder with sample of Masland Duran — write today!

THE MASLAND DURALEATHER COMPANY

Dept. H-5 Philadelphia 34, Pa.

*Trade Mark Reg. U. S. Pat. Off.



Photography by Fay Foto, Boston

Whittall *Dallas* . . . for utmost charm

Dallas broadloom, used as the basis of your decorative theme, offers a gracious invitation to hospitable living. If your taste runs to informality . . . the Dallas texture is perfect. If you prefer period styling or a touch of the modern . . . Dallas again is ideal in its lovely shades of gray, green, beige or rose. Dallas is made by M. J. Whittall Associates, Worcester, Massachusetts, whose outstanding rugs and carpets are found in the better department and furniture stores.

Whittall RUGS and CARPETS
Anglo Persians

THE WAY TO THE PACE-SETTER HOUSE



BY SIGMAN-WARD

From New York: Go north on the Saw Mill River Parkway to Hastings. Here highway widens considerably—two gas stations on opposite sides of the Parkway. Slow down, turn *left* on Farragut Avenue. Proceed on Farragut to its end, where it meets Route 9 at a five-way intersection. Go north on Route 9 (called Broadway) for about a mile to town line (marked) of Dobbs Ferry. Bear right at fork; at top of steep rise turn *right* up Clinton Avenue. Continue on Clinton Avenue to Judson Avenue. Turn *left*.

From New England: About two miles beyond point where Merritt Parkway runs into Hutchinson River Parkway turn *right* on Route 119. Follow this to Saw Mill River Parkway. Turn *left* and proceed south to Ashford Avenue (Dobbs Ferry). Turn *right* on Ashford Avenue. Follow this to Clinton Avenue (on left). Turn *left* on Clinton, then *left* on Judson.

Dobbs Ferry house (57 Judson Avenue) is second house on left side of Judson Avenue. Phone Dobbs Ferry 3-0349.



Choose Royalty

The choice of discriminating women for more than a century . . . Royal Doulton is passed from mother to daughter with heirloom jewels and family silver. Traditionally, Royal Doulton is the royalty of fine English china.

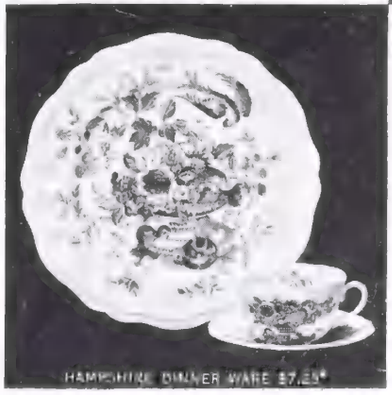
Choose Royal Doulton


PICARDY BONE CHINA $18.00*


LADY CHARMIAN $45.00


BLITHE MORNING $37.50


LOWESTOFT BOUQUET DINNER WARE $7.25*


HAMPSHIRE DINNER WARE $7.25*


BABIE $13.50

**Prices cover 5-pc. place setting: dinner, salad, bread and butter plates, teacup and saucer.*

Write for name of your nearest dealer. Send 10¢ each for illustrated china and figurine booklets; full-color figurine booklet, 25¢.

TRADE MARK AND COPYRIGHTS REG. U. S. PAT. OFF.

DOULTON & COMPANY, INC. DEPT. H-2, 11 EAST 26th STREET, NEW YORK 10, N. Y.

Leopold Stickley says:

"Fine Furniture *deserves* FINE CARE"



Use Stickley Furniture Dressing to Preserve the Deep Glowing Color and Tone of Stickley and Other Fine Furniture

The rich, deep finish of Stickley Furniture—as different from the high-lustre finish of mass-produced furniture as an antique Persian rug is from machine-made reproductions—has long been recognized by collectors, decorators and discriminating homemakers.

Such a finish is not easily achieved. It is carefully and laboriously hand-rubbed into the wood, until it becomes literally part of the wood itself.

But dust, abrasion, scratches, and airborne soots dull the finest finish in time. "Polishing and rubbing to clean and restore the finish, and to feed the wood and develop a delightful patina" have been recommended by experts since the 18th Century.

Use the Dressing the Stickley Workshops Use

Yes, for cleaning and polishing your treasured pieces you can buy the very same dressing that was used to create the remarkable Stickley surface beauty in the first place. A little Stickley Furniture Dressing, a soft, lintless pad of cloth; and rubbing till dry, that's all that is required.

Works Well on All Fine Furniture

Other makes of fine furniture can benefit from the same treatment, irrespective of the kind of finish or dressing previously used. That's because the specially developed Stickley dressing is not an oil or wax. It is actually a dissolved wood that penetrates the surface and builds up in incredibly thin reflecting layers. Its frequent use develops and preserves a satin-finished lustre with deeply glowing lights and tints, resembling for all the world lovely antiques that have had exceptional care over the years.



Ask your furniture dealer for a can of Stickley Furniture Dressing, if not in stock, a regular size container will be mailed postpaid from the factory for the regular retail price of $1 50.

L. & J. G. Stickley, Inc., Fayetteville, N. Y.

Cherry Valley WORKSHOPS OF

STICKLEY

OF FAYETTEVILLE, N.Y.





Interior walls have a soft, transparent glaze which colors but does not conceal grain of veneers. It was achieved by applying paint (le then wiping off surplus (right). Fi varnish was rubbed to soft gl

HOW THE HOUSE WAS PAINTED

CONTINUED FROM PAGE 145

The Pace-Setter was color-styled to blend with nature, inside and out, all year round. This meant that the dominant colors were those of earth, rock, wood, and foliage. It also meant that even these colors should not be too high or too low in value, so that continuity between house and landscape would be unbroken in any season.

Generally speaking, all indoor wall surfaces were glazed to preserve the texture and pattern of the grain. Oak veneer plywood by Malarkey was finished in a pinkish glaze. Vertical grain Western Cedar in master bedroom has a blue-green glaze. All exterior trim and all interior plaster ceilings were painted in solid colors of appropriately contrasting or matching colors. All finishes are either eggshell or flat.

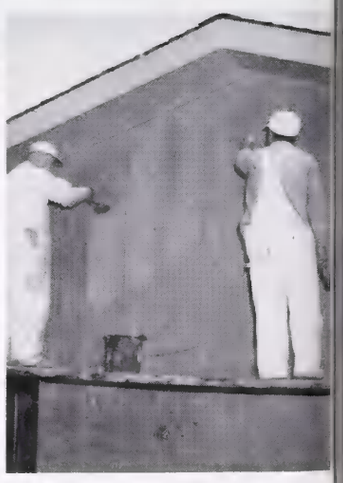
William Manker, who color-styled the Pace-Setter, found that the use of Colorizer paints m his work much easier. He wa to achieve a wide yet subtle range. Ordinarily, this would meant whole days at the job, waiting for the painter to m his color swatches, then waitin the paint to dry to be sure th dried the same as the color sw

With Colorizer, all such ha were eliminated. For here w family of 1322 *standard* color dexed by tint, tone, and colo a master file of color swatc all numbered for easy refer

The Colorizer system made Pace-Setter painting job easi another way. The line includ full range of indoor and out paints, of glossy and mat fini even of colored wood stains. they are all organized in the color system, exact matchin different types of finish is si and error-proof.

PHOTOGRAPHS BY RUDOLPH EDWARD LEPPERT, JR.

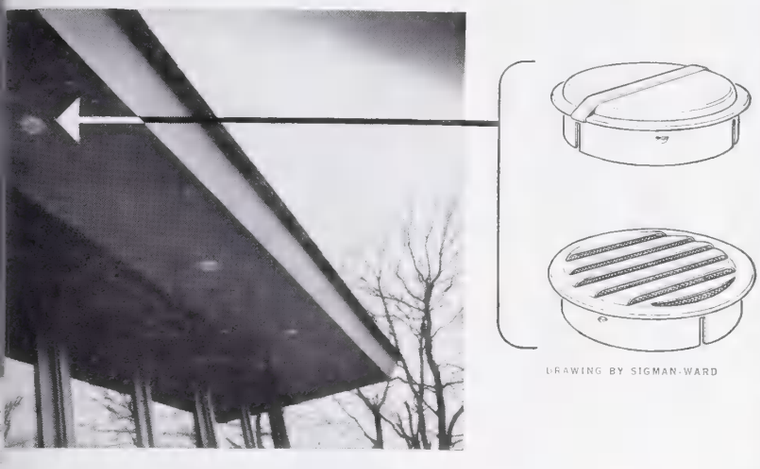




Exterior walls got first a white priming coat (above), then a solid coat of flat green. After this had thoroughly dried, a coat of earthy brown w applied with dry brush. All trim standard 3-coat job in solid col

TWO TRICKS FOR A SUMMER-COOL ROOF

CONTINUED FROM PAGE 147



DRAWING BY SIGMAN-WARD

■ The roof that's warm in winter will be hot in summer, unless it's properly ventilated. The Pace-Setter uses two methods. Here Midget Louvers are used under eaves. Aluminum cover snaps on (top, right).



■ Continuous screened slots on under side of eaves (right) permit draft—set up by sun heat on shingles—to wash across house, under roof but above insulation. In cold weather, slots are sealed (left).



Only Fieldcrest gives you

NYLON LACE TABLECLOTHS

Exquisite reproduction of a handmade cloth from Indo China. Woven of luxurious spun nylon, which means it requires no ironing or stretching, won't shrink or pull out of shape. Long wearing and resists soil.

Lovely for dining, as a between-meals cloth, or a very special gift.

Size 70x90 for generous draping. Sold at better stores everywhere.

Nycrest Pattern (100% spun nylon) Charmaine Pattern (in cotton)

FIELDCREST MILLS • Division of Marshall Field & Company, Inc., Zion, Ill.



"This Summer we'll have Comfort... thanks to moving air!"

"Our house used to be like an oven every hot or humid day. But last July, after a week of 90° heat, I got mad and told Bill he just had to do something—I wasn't going to suffer another summer. So Bill talked to our architect. *He* said everyone could have comfort, cheaply, by simply *moving air*. So we did! The men were so rushed that we were well into the next heat wave before they came, but Bill had them install a kitchen ventilator *and* an attic fan.

"It's hard to put into words the difference these fans have made in our comfort—even in our dispositions! We sleep with covers while our neighbors toss and turn. And I seldom need to scrub the paint, now we have a kitchen fan.

"So if you, too, want comfort this summer, don't wait—buy your fans *now*. Be ready! But be sure whatever you buy is big enough, and be sure it has the Torrington V*air*ified Tag. Everyone we asked said, 'What's a fan without a good fan blade?'—and Torrington makes the best blades!"

For happier, better living send 10¢ to Box 808H Torrington, Conn., for our 180-page illustrated book on "How to have Comfort from Moving Air"—most complete guide printed!





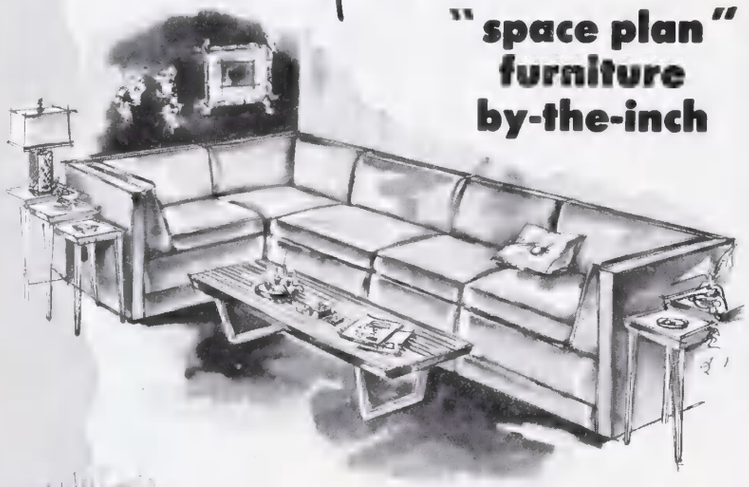
Look for my Gold Foil Tag when you buy Air Moving Equipment

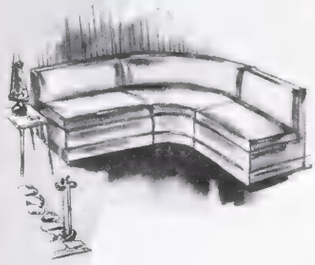
THE TORRINGTON MANUFACTURING COMPANY • Torrington, Connecticut



Compliment to Good Taste!

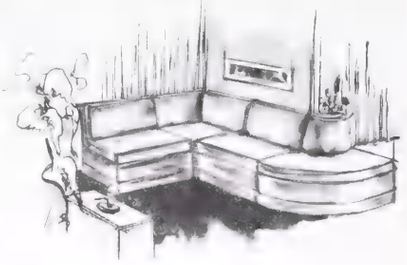
"space plan" furniture by-the-inch





Beauty to compliment your good taste and charm your guests! Custom made to fit your exact room specifications — right down to the inch. A combination of superior quality and supreme versatility! *Perfect for Tele-viewing.*

Available in smart new Decorator Fabrics, B. F. Goodrich Koroseal, and Genuine Leather. On sale at leading furniture and department stores.



Free Write for beautifully illustrated Space Plan brochure.

• modern with a fine flourish •

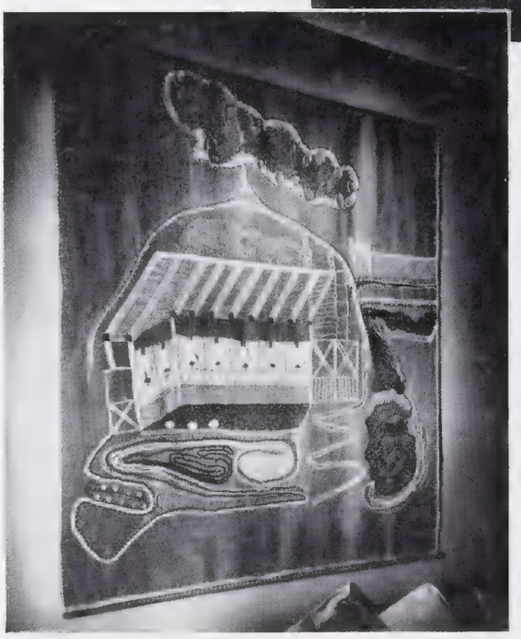
modernize Inc.

666 Lake Shore Drive Chicago 11, Illinois

■ "Flowers", a Mariska Karasz painting-in-needlework, hangs in master bedroom as pure art. Imagination is its chief ingredient, for stitches are simple. Fringe dangles amusingly.



● This new needlework is simply a free, modern, large-scale use of age-old embroidery techniques. "March," in second bedroom, is burlap stitched in heavy wool.



Needlework that springs from the decorating

Appropriately and deliberately, this house revives the early American skill of needlework. That is not to say that it is full of authentic, precisely stitched samplers and patchwork quilts. Rather, it adapts the old traditional stitches—in fact, no new ones have been devised in centuries—and translates them into modern language, so to speak.

All this embroidery is the work of a gifted artist, Mariska Karasz, who uses needle and thread as other artists use paint and brush. Sever of her pieces are hung as pure a enjoyed for their emotional appe alone, for the way they reflect t feeling of the house itself.

Much of her work—composed such simple stitches that anyo could emulate it—has a more pra tical application, designed to e hance the enjoyment of such co stantly used objects as bed liner blankets, bath towels, and tabl cloths. But note well that it is designed with a purpose. There a

callop-shell carving
bedroom chest cued
roidery for bed lin-
nd towels. Look at
own furniture—or
ies—for *your* indi-
alizing motif.





his textured, practically free-hand embroidery seems to go
modern furnishings. You don't need to be an expert needle-
an to do it yourself. Irregularities actually add texture.

n embroidery motif
ost successful if you
t overdo it. A mere
tering of blossoms
s the towels in-
d by this flowery rug.



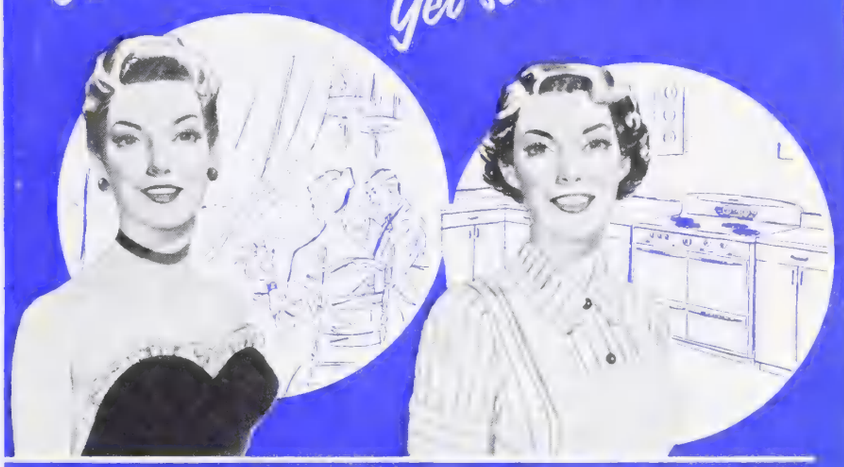


u don't need much time to produce such distinguished
ework. Stitches must be large to be effective, so your work
quickly. A far cry from tedious old-time embroidery.

ite, meaningless, cross-stitched
s or lazy daisies, such as you
in the standard, stamped-pat-
needlework. Miss Karasz's
rns become a creative signa-
of the rooms in which they are
for the motifs are lifted from
dominant furnishings around
. So, in the dining room (page
the linen-like tablecloth
is worked in a variation of the sheaf of wheat, the American symbol of the whole house. In the master bedroom, the flowers in the rug are picked up in the embroidery of blankets (page 130) and towels.

No tricky stitchery is needed to achieve this perfectionist detailing of accessories. In fact, little irregularities add to its charm.

Out of this World...
Yet so down to Earth



ROPER

"America's Finest Gas Range"



WRITE FOR FREE FOLDER H. S.

YOU'LL WANT
THESE FAMOUS
CROWNING ACHIEVEMENTS

Beautiful. Delightful to use. Simply Out Of This World. Ask your ROPER Retailer. Enjoy a new ROPER Gas Range with any type of gas, including liquefied petroleum gas.



GEO. D. ROPER CORPORATION • ROCKFORD, ILLINOIS



Planned Room Setting
by G. Fox & Co., Hartford, Conn.

PLANNED SETTING OF MODERN ROOM

Whitney Maple
Sofa No. 3874
Desk No. 731
Chair with pillow No. 3873
Chair in corner No. 3853
Table with lamp No. 486
Coffee table No. 325
Chair No. 3799

Walls:
Dark wall — painted an olive green
Light wall — painted white

Woodwork:
White

Rug:
Cotton rag rug in variegated stripes

Hangings:
Riverdale fabric — Pinehurst design — gray background with design in brown, green and yellow

Accessories:
Wooden pine lamps in Grecian design with brown parchment shades
Brass fireplace fittings

LET Modern and Traditional LIVE TOGETHER

You'll have perfect harmony if you choose Whitney Maple for your furniture. Its gracious dignity and faithful Colonial simplicity add rich charm to any modern background. You'll rejoice in the fine lines, perfect construction and deep lustrous finish of this fine furniture.

★WHITNEY★ ® *Maple*



Send for Planned Settings — a profusely illustrated book packed with decorating suggestions, color schemes and "how to" ideas for every room in your home. Use coupon.

W. F. WHITNEY COMPANY, INC., Dept. HB 551
South Ashburnham, Massachusetts

Enclosed is 25¢ in coin for my copy of the book "Planned Settings."

NAME.....
STREET.....
CITY..... STATE.....

PACE-SETTER PANTRY

CONTINUED FROM PAGE 187

of two things can happen. Either the food is so expensive and unusual that there is never an emergency great enough to warrant its being used, or it presents too great a temptation and you live in a constant emergency, constantly eating off that shelf. The proper proce is to have plenty of staples hand, and use them in an i grated manner. This way your ples will have performed t proper function, making it im sible for an emergency to occu

This is a list of the actual contents of the Pace-Setter Refrigerator

(See page 148)

If you take your refrigerator for granted, you're probably not using it to its fullest advantage. Stop and consider its real capacity. For it holds a great deal more than you think. Would you believe, for instance, that the 11-cu. ft. refrigerator in this one-woman kitchen holds 95 different kinds of perishable foods, some in quantities of more than one? Used to its full advantage, it lets you buy even perishables in quantity, provides a wide variety of foods, and saves unnecessary trips to market.

Following is the list of perishables which can be safely stored:

Freezer compartment:
6 packages frozen vegetables, commercial pack
3 packages frozen fruit, commercial pack
4 packages of home-frozen food
1 pint (paper) cup for leftovers
1 package of pork chops (stockinette and cellophane wrap)
1 freezer jar cherries
1 chicken (pliofilm and stockinette and cellophane wrap)
1 6-lb. rolled rib roast (cellophane wrap)
2 lbs. hamburger (aluminum wrap)
8 sausages (cellophane wrap)
2 quarts ice cream (as packag
3 trays ice cubes
2 cup cakes (cellophane wrap
2 cans fruit juices

Butter safe:
1 small Philadelphia cream ch
1 stick butter

Shelvador:
16 eggs
2-oz. jar salad dressing
2 cheese spread
1 mustard, small
1 maraschino cherries, small
1 A-1 sauce
1 Worcestershire sauce
1 can lemon juice
1 can ready-to-use whipped cre
1 Parmesan cheese, small
1 mint jelly
6 bottles cola drink
3 lemons
3 oranges
1 ketchup
1 horseradish
2 cartons milk (qt.)
½ pint cream
1 large can of evaporated mil



"Elevette"
Vertical lift for stairwell, closet or corner. Installed with or without enclosure. No overhead machinery. House-lighting-circuit operated.

HOME ELEVATORS

Bring New Comfort and Convenience to Your Home

Install a home elevator for use by all members of your family. Particularly useful for elderly folks and invalids. Installation is simple—cost probably lower than you think.

Write for full information and name of nearest dealer.



INCLIN-ATOR
The original Stair-Lift trically operated from lighting-circuit. Safe— Seats fold up when not

2206 Paxton Blvd., Harrisburg, Pa., U.S.A.

INCLINATOR COMPANY OF AME
Pioneers of the simplified passenger lifts for the

ormal storage compartment:
½ watermelon (long shape)
cantaloupe in plastic bag
qts. milk
#10 can tomato juice
#10 can grapefruit
#2-½ can pineapple
#2-½ can fruit cocktail
#2-½ can peaches
loaf bread
ringmold—fruit cocktail filled
various sizes covered clear dishes
of left-overs
water jar
jar fruit juice
lb. cheddar cheese
bottles ginger ale
pie, cellophane wrapped
jar pickles
small can crushed pineapple
small can pecans
bottle grape juice
bottle French dressing
lb. oleomargarine
lb. butter
packages of chocolate drops
package raisins
2 packages dates
1 jar chocolate syrup
1 freezer jar tomato juice
1 can bread crumbs
1 can cranberry jelly

Crispers:
2 heads lettuce 6 tomatoes
1 small head cabbage or medium size cut in half
1 bunch celery
2 green peppers
2 bunches carrots
2 cucumbers
2 ears corn
1 bunch parsley
1 lb. green beans
1 bunch radishes

Meat holder:
4 lbs. sirloin tip
1 lb. ground beef
1 lb. cold cuts (assorted)
2 lbs. ribs
6 veal chops
1 lb. bacon
8 small pork sausages

Contents of Spice and Herb Cabinet

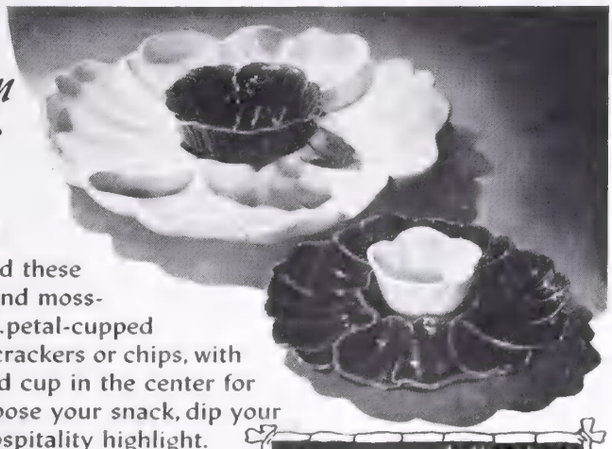
(See page 149)

House Beautiful's list of neces-
ry seasonings was made from
ice Islands' extensive offerings.
ese were photographed in the
ce-Setter kitchen, shown on
ge 149. More than twice as many
ings exist, so the following list
ould be regarded as minimum,
you really take your family cook-
g seriously.

ices and Herbs:

ole pepper, coarse grind pepper
dium grind pepper cayenne
prika bay leaves
semary sweet marjoram
ragon thyme
sil parsley
sage bell peppers
curry monosodium glutamate
Mei Yen Beau Monde
onion salt onion powder
garlic salt garlic seasoning
celery salt mustard
mayonnaise mustard
cinnamon (ground)
cinnamon (sticks)
nutmeg (ground) nutmeg (whole)
cloves (ground) cloves (whole)
mace summer savory
ginger allspice
caraway seed sesame seed
anis seed
herb flavored vinegars—1 plain white wine, 1 plain red wine, 4 red wines: tarragon, garlic, eschalot, sweet basil

Service
Sensation
Cemar
DIP
DISHES



ather 'round these
vely lime and moss-
een trays...petal-cupped
ctions for crackers or chips, with
leaf-molded cup in the center for
reads...choose your snack, dip your
read! A hospitality highlight.

the fine store near you showing Cemar, write:
IAR, 3024 Rosslyn St., Los Angeles 65, Calif.

Cemar better stores ...everywhere

Sipped with delight by seven generations



RÉMY MARTIN
Cognac

Blue Chips

80 PROOF. RENFIELD IMPORTERS LTD., NEW YORK, N. Y.



Handmade

Fenton Glass

gives happiness to giver

and receiver alike

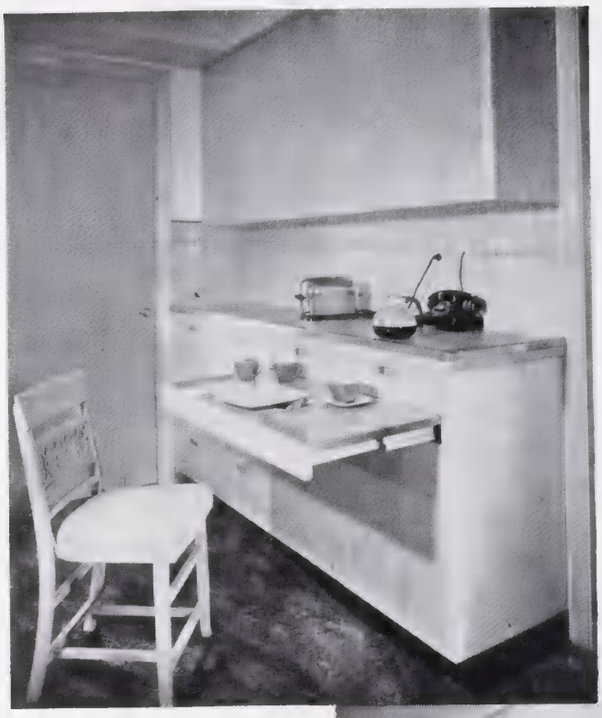


You'll be tremendously proud of your choice in gifts when you choose them from the wide selection of authentic, handmade Fenton Hobnail pieces! Age-old skills create a serene charm that no machine can duplicate—and the famous Fenton shaded opalescence lifts your presents far out of the ordinary . . . After you've made your selections from the many Hobnail patterns, you're certain to want some for yourself. And why not, when they're so moderately priced?



AUTHENTIC Fenton HANDMADE

THE FENTON ART GLASS COMPANY, WILLIAMSTOWN, W. VA.



• Pulled out, the snack table is big enough for one place setting or for needed extra work space.



• Closed, it disappears into the cabinet, completely out of the way, yet always ready for service.

PHOTOGRAPHS BY ROBERT C. CLEVELAN

A disappearing SNACK TABLE

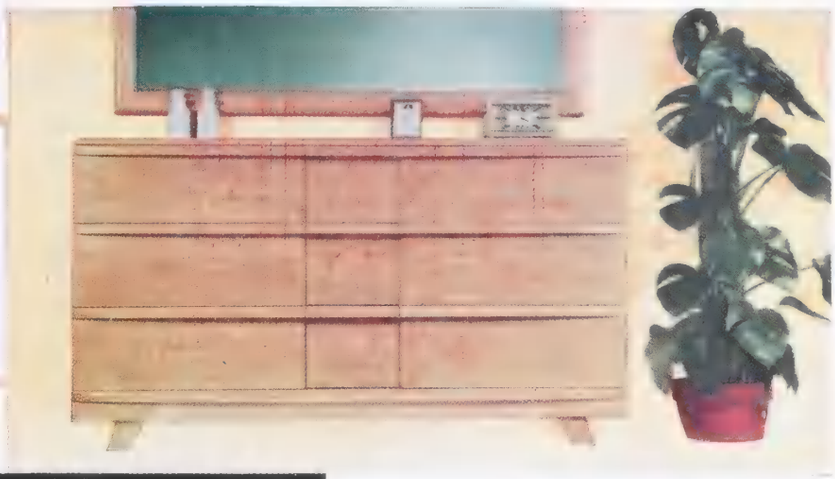
Where can you relax for a reviving cup of coffee? Where can Junior have his lunch? Where can Pop have his raid-the-ice-box snack at the end of the evening? Or where can your part-time lifesaver have her lunch?

Yes, a spot for a snack is almost invaluable in any kitchen. And with a little ingenuity, usually space can be found for it, even if the kitchen is pretty small.

The design and size of their Pacific Palisades, California, kitchen did not permit Mr. and Mrs. Jack Van Grove to have a free-standing table and chairs. And actually they had no need for as much eating space as these would give. So the solution for them was a pull-out shelf, built to order as an integral part of a cabinet. It's r when wanted, otherwise ou sight.

There are several things t member in an installation of sort. Supports should be strong so that the shelf-table stay level. Tracks for the sup should be such as to let the ride in and out easily wi "skidding." The shelf shoul about 30 inches above floor the right height for the av chair. (Counters are usuall inches high.)

Lastly, it should be sur with some durable material su one of the practically indest ble and easy-to-clean plastics.



NOW! MODERN

by KLING

Smooth, trim lines . . . smart, distinctive beauty . . .
warm, bright, solid maple . . . identify the new **Modern** group
by Kling. Its beautiful. It's functional. It's smart.
It's in step with modern living.
See **Kling Modern** at leading stores. You'll love it.

OUR *40th* ANNIVERSARY YEAR



Send 25¢ in coin (no stamps, please) for big, beautiful, full color booklet "Your Bedroom and You". Contains a wealth of helpful suggestions on bedroom decorations and arrangements, and care of furniture. Address Dept. HB5, Kling Factories, Mayville, N. Y.

KLING
BEDROOM FURNITURE

KLING NATIONAL PRESENTATION WEEK
May 7-12 Special showings of KLING Bedroom Furniture at leading stores.



KLING MEANS MAPLE • MAHOGANY • CHERRY



Startling!

This fabulously lovely carpet is ORADEL, one of the rayon-wool blends pioneered by Beattie. Because it is a blend of man-made and natural fibers, it takes a lovelier color, wears better . . . and, surprise of surprises, sells for only about $10.95 per square yard! Remember . . . Beattie blended carpets are backed by a mill that has woven quality rugs for 111 years! Other Beattie blended carpets from about $6.95 per square yard.

Beattie

The Beattie Manufacturing Company, 295 Fifth Avenue, New York



"ROCKWELL"

By V. L.

house had five bedrooms on second floor, and five more e south side extended a wide of Long Island Sound and the yacht club. There were only of us, but we would simply e the third floor, have plenty om for guests for once, and a summer with all the swim- we wanted. Because the sea- was slow and the trust com- had taken over the house its bankrupt owner, they ac- d our offer of $400 for the n, May to October.

ckwell was to arrive the Mon- after we moved in, but Mrs. Arden, in whose hospital he been working, decided she spare him Friday so that he help put our furniture in . We wished she hadn't when alked in, looking as if he be- d in Newport or Southamp- He had been a second pantry (whatever that is) for a hy Long Island family, and is anxious to get into service after an unpleasant six is as a hospital porter.

m long experience we have d not to despair when the g men dump furniture, boxes, ls of china, trunks and other limenta in a state of seem- hopeless chaos. It was appar- hat Rockwell had not passed gh an apprenticeship of that and although outwardly the ne of poise, I detected a de- ng cast to his countenance when I caught him off guard. ook changed to astonishment nounted a ladder, hung cur- unpacked books and got them ce in the bookcases that lined all of the living room. Later on he confided to Mother that he didn't know that young ladies could do work of that kind.

By nighttime the house had a semblance of order, and though the furnishings from our small New York apartment looked a bit aus- tere when spread over so many rooms, there was a restful serenity about the place. Rockwell's chin had risen another half inch when he retired to the third floor to put his own room—or five rooms—in order.

Mother was to do the cooking and make the beds, Rockwell was to do the heavy cleaning, wash the dishes, and (if he could) wait on table. She decided to try him out at dinner the next day. We sat all but speechless as he appeared in a white jacket, his shoes highly pol- ished, a frozen air of decorum on his face as he served deftly, re- moved the soup dishes, brought in the meat and the vegetables piping hot. When the door of the pantry closed behind him, my sister said softly, "We have a Jeeves."

We had indeed! When Cornelia and I returned from the city each evening, Mother was upstairs changing her clothes after having prepared dinner, and Rockwell was lighting candles on the dining-room table, his white jacket gleaming, his bow tie a perfection. He would seat Mother at the dining table and proceed to serve her as if she hadn't been mashing the potatoes and tell- ing him to pour the melted butter over the beets 15 minutes earlier.

"I won't have any dessert to- night, Rockwell," Mother would say casually.

(*Continued on page* 206)



UNIVERSAL

Automatic Toaster

with the convenient Ser-Vue feature

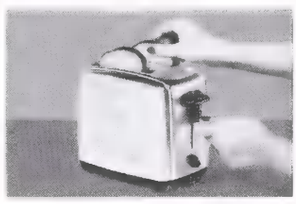
CRISPY, GOLDEN SLICES OF TOAST, evenly browned from edge to edge, add an extra savor to any meal. They pop up from the new Universal Toaster *automatically* . . . thick or thin slices, muffins or melba toast.

No need to waste bread, either, for it rewarms cold toast, too, without burning. And you please everyone's taste with the handy Ser-Vue feature that lets you toast one slice light and one dark at the same time. No wonder it's unmatched for Automatic Toaster value.



TOAST TO YOUR TASTE

Toast-Timer Dial assures the exact toasting you desire. Even rewarms cold toast without burning—simply set the Timer Dial to "Light".



ONE LIGHT—ONE DARK

Ser-Vue feature permits re- moval of one slice while the other continues toasting. Crumb Tray swings open . . . just brush the crumbs away.

Guaranteed by Good Housekeeping

Copyright, 1951, LF&C

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

NEW "HOME IDEA BOOK"

Before



tells how you can remodel *inexpensively!*



After

64-PAGE IDEA BOOK shows how this beautiful Johns-Manville Asbestos Siding will transform your home . . . comes in white or soft colors. Book has a wealth of ideas for interior remodeling!

● This new Home Idea Book—published by Johns-Manville in full color—provides a wealth of fascinating ideas for remodeling—includes a section devoted entirely to the new Smoothgrain Asbestos Siding shown above! Now available in white or grained in soft colors.

You'll see how this new siding—made of fireproof asbestos and cement—can be applied right over weatherbeaten walls at low cost. It cuts upkeep expense, has the charm and beauty of grained wood shingles, *yet has the permanence of stone.*

The book gives you dozens of ideas for interiors! Shows how easily you can add extra rooms in attic or cellar. Tells how to solve the problem of cracked ceilings and walls by using predecorated Panels and Plank of J-M Insulating Board.

It includes the story of Johns-Manville Rock Wool Home Insulation *that saves you up to 30¢ on every dollar you spend for fuel!*

If your house needs fixing up, or you plan to remodel or build, you'll want this book that gives you so many useful ideas for improving the interior and exterior of the home. Just fill in the coupon and send 25¢ for your copy.



Johns-Manville

64 pages in full color

Ideas for beautiful exteriors! Ideas for kitchens, bathrooms, bedrooms, extra rooms, new homes . . . many other features!

Yours for only 25¢
Mail coupon and 25¢ today!

I am considering
☐ Remodeling; ☐ Building

I am interested in:
☐ Decorative Panels and Plank. ☐ Please send Instruction Sheets.
☐ Rock Wool Insulation
☐ Asbestos Roofing Shingles
☐ Asbestos Siding

Johns-Manville, Dept. HB-5, Box 290, New York 16, N. Y.

Enclosed find 25¢ in coin or stamps, for which send copy of your new "HOME IDEA Book."

Name_____

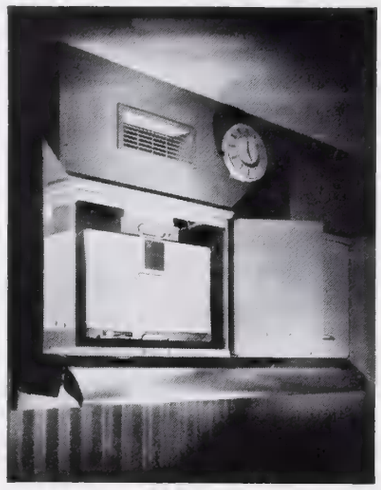
Address_____

City_____ State_____

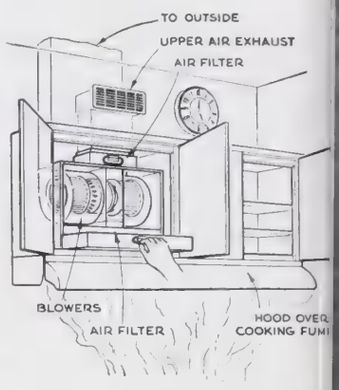
("Home Idea Book" not available for Canadian distribution.)

A ONE-WOMAN KITCHEN

CONTINUED FROM PAGE 125



● Installed in cabinet above range, ventilating fan draws off steam, cooking odors. Inlet above removes hot air.



● Metal air filters in stove and inlets are easy to remove for clean Wash them in soapy water like a

Many different elements, in several different categories, go to make up a good kitchen. The choice of basic materials determines how much or how little daily clean-up will be involved, and how often, if at all, they have to be replaced, repainted, or refinished. The choice of equipment could be a puzzle, for there are some things more useful than others, some which meet individual housekeeping habits better than others. Then there are the decorator touches. These are the little extras which make all the difference between a purely functional, laboratory-like kitchen and one which is charming and welcoming and which really spells home.

It is worth while to check over the list of ingredients that make up this kitchen and its compan laundry, for your own referenc

Kitchen

(Pages 118, 119, 124, 125, 12

Steel cabinets: Stock white. neva Modern Kitchens, Gen Illinois, colored to order locall

Electric range: Top units and ovens. Thermador Electrical Co., Los Angeles, California.

Refrigerator and freezer: S white. Crosley Division, Avco Co., Cincinnati, Ohio, colored order locally.

Dishwasher and Disposall: D washer front stock white, col to order locally. Hotpoint. Chicago, Ill.



● Laundry ventilating fan draws air through grille in bottom of cabinet; duct expels it outside. (See page 127.)



● Cleaning closet is generously to hold cleaning compounds and vacuum cleaner and attach

chen sink: Stainless steel. El- Mfg. Co., Chicago, Illinois.

ge ventilating fan: Trade-Wind orfans, Inc., Los Angeles, Calif.

oring and counter tops: Re- ctively "Granitex" and unglazed mic tile, Mosaic Tile Co., esville, Ohio.

ding doors: "Modernfold," New tle Products Co., New Castle, iana.

chen curtains: Plastic film, autafilm" of Firestone Velon, tford Textile Corp., New York.

ctric clock: General Electric mpany, Bridgeport, Connecticut.

isters, salts and peppers: Cor- Ware, Mayhew Shops, New k, N. Y.

y Susan: The Post Mart, New k, N. Y.

bs and herb vinegars: Spice nd Co., San Francisco, Cali- ia.

chen towels: Martex, Welling- Sears Co., New York, N. Y.

ter heater: Rheem Mfg. Co., v York, N. Y.

kitchen accessories: Courtesy Macy's, New York, including: sto pressure saucepans, Dulane ryte deep fryer, Wagner Mag- te pots, pans and tea kettle, erizer blender, Sunbeam Coffee- ster, toaster and waffle baker, ro baking tins, Robeson Pak- ood cutlery, Universal Stroke- R iron, Rival Mfg. Co.'s m-O-Matic steam iron, Hoover ium cleaner, Hamilton Beach er, Bissell carpet sweeper.

Laundry

(Pages 126-127)

bination laundry: Washer, r, ironer, Blackstone Corp., estown, New York.

ndry ventilating fan: Miami inet Division, Philip Carey Co., Middletown, Ohio.



Earthenware lavabo (Spanish water basin) on dining wall holds flowers.

Ironing chair: "Cosco" posture-back chair, Hamilton Mfg. Corp., Columbus, Indiana.

Ironing light: The Lightolier Co., New York, N. Y.

Laundry curtains: Wamsutta Lustercale, Wamsutta Mills, New York, N. Y.

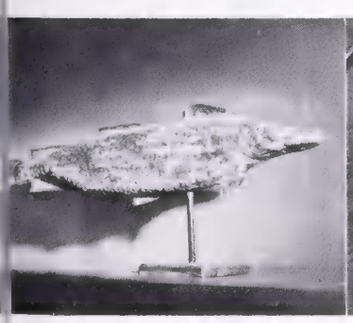
Indoor dryer: Aluminum, Quaker Stretcher Co., Kenosha, Wisconsin.

Dining Room

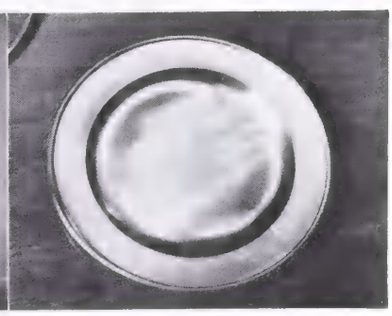
(Pages 120-123)

One of the most convincing demonstrations of America's new and unpretentious attitude toward living is the intimate connection between the dining area and the kitchen in this house. Yet the quality and graciousness of the furnishings and accessories dignify both rooms, do away completely with any suggestion that you "eat in the kitchen." For when the partitioning doors are folded, carefully chosen accessories and decorative objects in the dining area are in full view of the lady of the house as she does her kitchen chores. Furnishings of this

(*Continued on page* 207)



ly American weather vane fish ngs good art into dining room.



Dining plates are burnished pewter, old in design, but modern in spirit.





Now! Permaglas costs no more than ordinary water heaters!

Good news! Now your home can have the *finest* automatic hot water service—at the price of an ordinary water heater! Here's why: A. O. Smith has now built more than a million water heaters. The tremendous popularity of *Permaglas* has brought mass production savings that mean important savings for you!

The Big Difference in Water Heaters: Outside, water heaters may look alike. The big difference is *inside. Permaglas,* with its tank of glass-surfaced steel, cannot rust because glass cannot rust. That's why you say good-bye to tank rust worries when a *Permaglas* goes into your home! For years and years, you're sure of oceans of sparkling-clean hot water—for every household need!

Get the "inside story." Write for FREE illustrated booklet by Don Herold! A. O. Smith Corporation, Water Heater Division, Kankakee, Ill.

See Your A.O. Smith Dealer Now!

A.O. Smith

AUTOMATIC GAS WATER HEATERS

Licensee in Canada: John Inglis Co., Ltd.

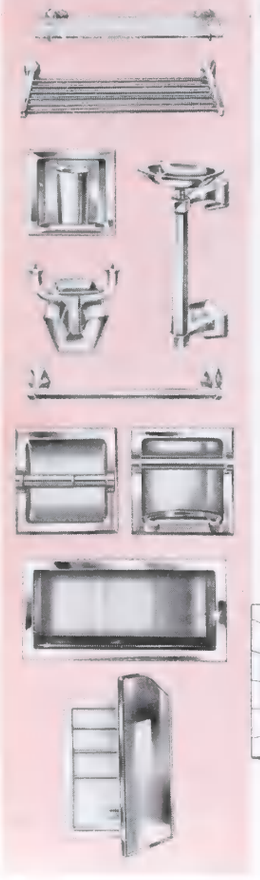
Lady

IS YOUR BATHROOM SHOWING

. . .its age? Inconvenience?







give it beauty with a purpose . . . so easy with MIAMI-CAREY cabinets and accessories

There's no time like *now*—and nothing like Miami-Carey cabinets and accessories—to make *your* bathroom or powder room a gem of sparkling beauty, modern convenience! Never before has Miami-Carey offered such an "ah" inspiring selection of matching accessories—cabinets, mirrors, towel bars, soap and tumbler holders, crystal shelves, light fixtures—smartly fashioned of brilliant chrome, crystal-like glass! See them now at your hardware, plumbing supply, or building materials dealer's. Buy them at piggy bank prices!



you'll want this new bathroom idea booklet!

To help you plan a bathroom that reflects your own individuality, good taste. The famous Miami-Carey booklet "44 Ideas For Your Bathroom." Brimming with ideas to glorify your bathroom. Fill in and mail coupon today, with ten cents in stamps or coin to cover handling and mailing!

MIAMI Carey

Miami Cabinet Division

THE PHILIP CAREY MFG. COMPANY, Lockland, Cincinnati 15, Ohio

Please rush me a copy of Miami-Carey Booklet "44 Ideas for Your Bathroom". Find 10c (stamps or cash) enclosed to cover handling and mailing. ☐

Tell me about comfort-cooling Miami-Carey Attic Fans. ☐

Name_____

Address_____

City_____ Zone____ State_____

why simmer this summer

Install a Miami-Carey attic fan or window ventilator . . . live in luxurious cool comfort! Powerful, whisper-quiet, economical installation and operation. Ask your Miami-Carey dealer—or write to us for literature.

ROCKWELL

CONTINUED FROM PAGE 203

"Madam, there are strawberries and cream, with chocolate cookies."

"Well, just a cooky," Mother would answer, with an air of being persuaded by this surprising news.

The question of napkins had come up shortly after our promotion to a place among people who have butlers. We had fresh napkins for dinner, then they were placed in napkin rings and used for breakfast. Rockwell expressed the greatest disapproval of this practice. We should, he felt, have a clean napkin for every meal. Mother explained that we didn't have enough, with frequent guests, and the laundry gone a whole week. Evidently he thought the matter over seriously that night, for the next morning he told Mother confidentially that he was going to wash out the napkins himself, provided she wouldn't tell the young ladies. And he did, though he wasn't much of an ironer, or else he didn't do his laundry work early enough in the day, for from time to time the napkins had a dampish feeling.

HAVING raised our standard to that point, he next undertook to get us to use fingerbowls, but at that Mother, though tempted (for she loves elegance), put down her foot. She agreed that it would be very nice to have them, but having got used to them that summer, she assured Rockwell that we would be completely lost on returning to New York in the fall, butlerless, to be obliged to do without them once more. He felt the force of that argument and insisted no longer.

Rockwell's one diversion during the day was to read the tabloid journal which we ordered delivered for him along with the *Times*. The tabloid offered him much food for thought. He had seen (or heard talked about) most of the society people whose scandals, divorces, and marriages were recorded in its pages in juicy form, and he never tired of telling Mother about them.

"Did you see, Madam, that Mrs. Merrillton has divorced her second husband and gone off with a Frenchman? A great tippler, she was, but very kind to her servants."

But his favorite theme was the changing times which forced wealthy people to close their big houses and let their help go. This made unemployment, lowered the morale of the wealthy who no longer lived in the style to which they were born, and in the general disintegration that followed, the great middle classes were dragged down.

In the evening after dinne used to go over to sit on the by the water to watch the yacht club fire its sunset gun. at that time were we freely al let out the laughter accumu during the last sessions we with Rockwell.

"Smartest thing we ever d hire him," said Cornelia.

"But it won't last." I warne can't. It's too good to be There's something fishy abou wanting only one day off a m Just watch when he comes He'll be drunk—or maybe he come back at all."

He was off the next Thur with a month's wages in his p We let down dreadfully, ha first course for dinner an bacon and eggs. At ten o'cloc night we heard footsteps mou the kitchen porch. "Is that Rockwell?" Mother called ou

He stepped into the living doorway. "Good evening. Ma A very warm day in the city. not enjoy it." Not a trace of i larity in his step as he went the floor above.

"You see?" said Cornelia.

Rockwell had a caller one a gardener he had known o Long Island. The story of happened came out when M started to prepare dinner four o'clock. Finding Roc alone on the kitchen porch friend asked who else made u staff of the house. That was a moment for Rockwell, but won out. "There are three in h said Rockwell firmly, "but the is off today and the upstairs is doing an errand for the Ma

"I confess, Madam," said well, very proud of his quick ing, "that I hoped you would rive in the kitchen at that mon

WE WERE on vacation and at the beach one day when arrived. I had expected her e and deciding she had misse train, had gone ahead withou She burst into the dressing out of breath. "Why Vicky didn't you tell me?"

I said very innocently, "Te what?" though I knew per what she meant.

"I rushed up the steps, late and everything, gave ou vate knock on the door, started to barge in when this

(*Continued on page* 20

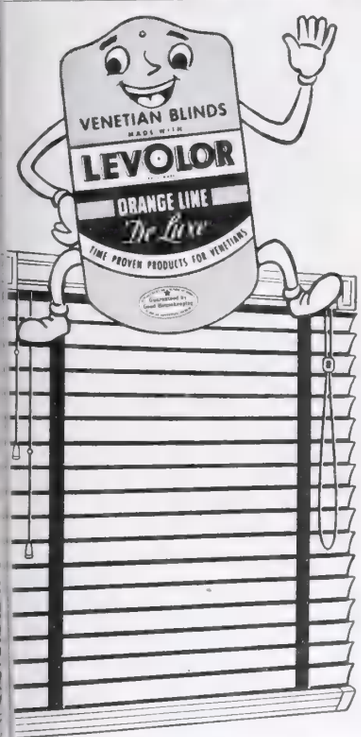


For your loveliest entertaining

MIST TONE A shadowy net with an exquisite, delicate design woven into it. In lovely misty pastels of blue, pink, green and gold, as well as chalk white. Send for free leaflet.

North American Lace Co. Inc.

295 FIFTH AVENUE • NEW YORK 16, N. Y.



hen you buy Venetians
buy by tag!

this tag be your guide to the st in Venetians . . . the easy- lean, long-lasting blinds that made from LEVOLOR products.

for the **LEVOLOR** tag
. . to find the finest in Venetians!

ight 1951 Levolor Lorentzen, Inc.
391 West Broadway, New York 12, N. Y.

ONE-WOMAN KITCHEN

CONTINUED FROM PAGE 205

inviting, precedent-shattering room are listed below.

Furniture: Sorrel walnut and birch dining table, chairs, and cabinet-buffet designed by T. H. Robsjohn-Gibbings. The Widdicomb Furniture Company, Grand Rapids.

Fabric: "Buttermold Damask" of cotton and spun rayon on chair seats. Novelty Net draperies with "Lurex" metallic thread by Dobeckmun Co. (page 146), F. Schumacher & Co., New York, N. Y.

Tile: *Faience* tile wall from design of Lucio Costa, and "Granitex" tile floor. Mosaic Tile Company, Zanesville, Ohio.

Lighting: Recessed ceiling light, Lightolier Inc., Jersey City, N. J.

Drapery fixtures: Gould-Mersereau, New York, N. Y.

Modernfold doors: New Castle Products Corp., New Castle, Indiana.

Art: "Eleven Eggs" by Channing Hare, courtesy of The Grand Central Art Galleries, New York, N. Y. Antique bronze fish weather vane, Downtown Gallery, New York, N. Y. Natzler ceramic bowl, Wor-De-Klee, New York, N. Y.

Table accessories (page 120): "Contour" sterling flatware, designed by John Van Koert to fit the hand (close-up, page 116) Towle Mfg. Co., Newburyport, Mass. American hand-made "Catalina" glasses, Fostoria Glass Co., Moundsville, West Va. Linen-like fabric tablecloth and napkins, Moss Rose Mfg. Co., Philadelphia, Pa. Wheat motif embroidery designed and executed by Mariska Karasz, New York, N. Y. Pewter serving plates, Poole of Taunton, Taunton, Mass. Zanesville's "Country Fare" blue and brown stoneware, courtesy of Carbone Inc., Boston, Mass. Ceramic pepper mills, Sitterle Ceramics, Croton Falls, N. Y. Hand-turned wood salt dishes, John May, Jackson, New Hampshire.

Accessories (page 146): Laminated plastic fern tray, Spencer Smilie, Hollywood, Calif. Imported Dutch pewter tankard, John TeKorte Monnikendam, New York, N. Y. Lavabo on wall, Olga Erlanger, New York, N. Y.

This two-car family (see page 117) has a DeSoto Station Wagon and a 1951 Cadillac Convertible.

Extensole

OFFERS AN

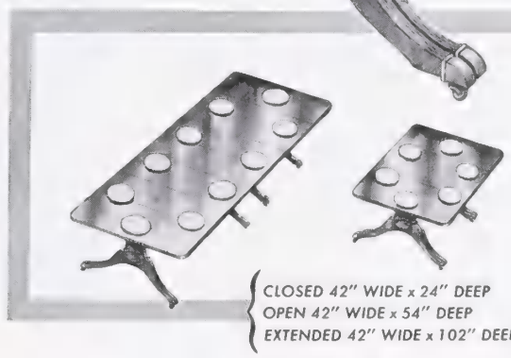
EXTRA-STURDY DROPLEAF TABLE

WITH *Extension Features Concealed*

BECAUSE OF

NO SPLIT IN TOP





CLOSED 42" WIDE x 24" DEEP
OPEN 42" WIDE x 54" DEEP
EXTENDED 42" WIDE x 102" DEEP*

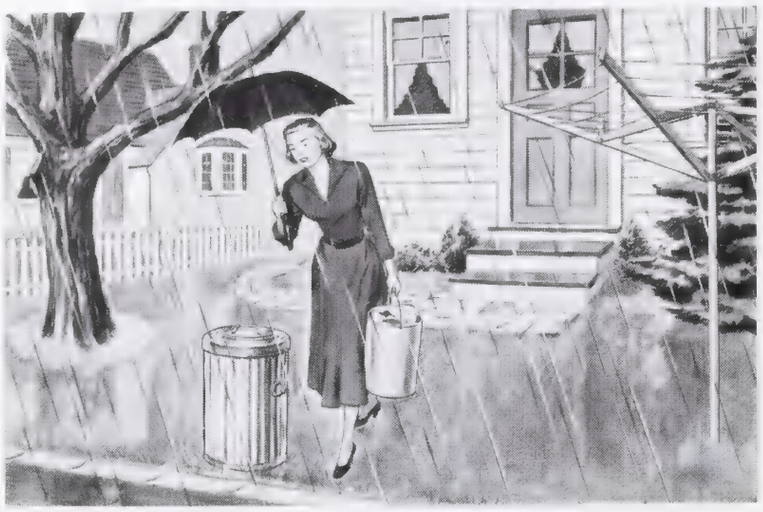
For those who prefer extra sturdiness in addition to charming loveliness, this latest Extensole table is especially designed. Because of its extra length and weight, it is fitted with casters and double-center base for added support. Will extend to place 14 to 18 guests if need be. Has patented, exclusive Extensole no-split top and other concealed extension features. Beautifully designed with blended cross-grain top edging and contrasting satinwood overlay on pedestals; possibly the very table you have been waiting for. See it at your dealer's. Other styles and extensions from $85 to $175. Send today for illustrated folder and name of your nearest dealer.

*Also available in 126" extension if desired

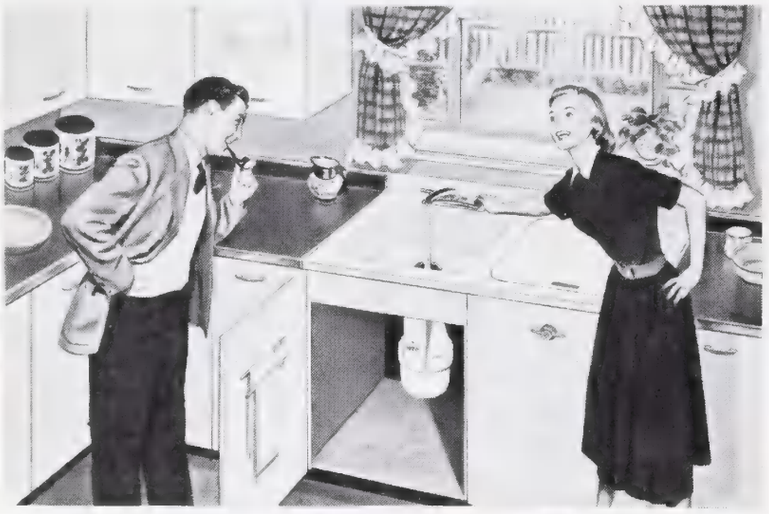
Extensole CORPORATION

SPARTA MICHIGAN

Which way would you rather get rid of garbage?



By hand?



By G-E Disposall?

How wonderfully convenient and simple with a Disposall® under the sink!

What a relief—to never handle messy, unsanitary garbage again . . . to merely scrape all food waste into the drain, and wash it away to sewer or septic tank!

You'll be sold on the over-all economy of this wonderful appliance, too. Operating costs total only a few pennies a month—and famed G-E reliability means year after year of dependable performance!

Garbage collection costs? Not with a Disposall in the house, washing away garbage!

So why put up with the nuisance of garbage another day? See the amazing G-E Disposall at your dealer's now! General Electric Company, Bridgeport 2, Connecticut.

SO EASY TO USE



After scraping food waste into drain opening, lock the protecting Twistop cover with a turn to the left.

Turn on cold water. This automatically starts Disposall action. All food wastes are shredded into tiny bits . . . washed away to sewer or septic tank.

G-E DISPOSALL

Trim and specifications subject to change without notice.

You can put your confidence in—

GENERAL ELECTRIC

Garden gates don't have to look dull





■ This unusual garden gate was designed for the new Seattle home of Mr. & Mrs. Dayton Davies. Gate is made in two equal width sections for ease in opening. Upper photograph shows view from inside garden living room (February 1951 cover of House Beautiful). Note use of wall space for flower arrangements.

PHOTOGRAPHS BY MAYNARD PARKER



■ Wrought iron can often make a lacy gate that relieves the austerity of a solid, high wall of masonry at the lotline. Here landscape architect Otto Holmdahl has combined a simple gate pattern that lends itself well to use near the entrance planting of rhododendrons.

(Continued on page 210)

PLANNING A NEW HOME?



clude this MODERN
ectrical Protection and
ID the Blown Fuse Nuisance

hy tolerate the blown fuse nuisance in ur new home? Why hunt fuses in the rk . . . or break off in the midst of eparing a meal to go to the store for e new fuses you forgot to buy? Why umble down dark cellar stairs and fumble the old fuse-box wondering what to do? ne Cutler-Hammer Multi-Breaker ends is annoyance forever. It is installed in the tchen or any other convenient place. And nen service goes off, all you do is reset tiny lever that has snapped out of posi-n. Nothing to buy . . . nothing to replace! rvice is restored in the twinkling of an e . . . even by a child! The average new me can have this modern and safe pro-ction for less than $8.00 additional. Also sily installed in old homes. What are *all* e facts? Write today for our free booklet Goodbye to Fuses." CUTLER-HAMMER, c., *Pioneer Electrical Manufacturers*, 1398 Paul Ave., Milwaukee 1, Wisconsin.

UTLER-HAMMER

FREE BOOKLET
Tells facts about new, better home electrical protection. Write TODAY for your copy.

efore you choose your
Venetians, discover...

Eastern

PRE-FAB* ONE-PIECE BOTTOM RAIL

Makes Your Blinds Easy . . . So Quick to Clean!

Keyhole Cord Device

It's All One Piece!

Look, Snap-On Tape Clamps

Custom-made PRE-FAB is the ideal venetian blind. Extra flexible, all-metal. Enclosed head and the marvelous one-piece *Metal Bottom Rail* . . . snap off the tape clamp, lift out the cord, your blind is ready to clean. Choose from many colors, all DuPont Plastic finish. See your Rolla-Head manufacturer today!

Pre-Fab blinds are custom-made with ne equipment and products made by TERN MACHINE PRODUCTS CO., Baltimore 30, Md

ROCKWELL

CONTINUED FROM PAGE 206

apparition showed up. All I could do was open my mouth and stammer your name. 'The Madam is at home.'" quoted Helen in what wasn't a bad imitation of Rockwell's most disapproving manner, "'but the young ladies are at the beach club.' Talk about the Neanderthal Man at the court of Queen Victoria! That was the way I felt, believe me."

Of course, with that set-up we had to have a party. I gathered that Rockwell thought it was about time, too. There were eight for dinner, and when they started to arrive, the girls in their long light dresses and the men in summer whites, Rockwell almost smiled. Dinner went off beautifully, except that I made the tactical error of telling Rockwell that Mr. Demaire liked his coffee early and to bring it then. Mother said he was gravely shaken at that, but he brought the coffee with a slightly suppressed air of martyrdom.

One of the guests was from the South, and quick to scent and FFV, Rockwell said afterward that *there* was a very fine young man, and no doubt he was a great friend of Miss Cornelia's? Cornelia said no, he was younger than she. But Rockwell was not satisfied. Then Miss Victoria? No, said Cornelia firmly, he was a particular friend of Miss West, the red-haired young lady. "But I gathered," said Cornelia to me afterward, "that he thought we were just silly to let so much class get out of our hands."

WELL, it had to end, but I like to think that at least it ended on the proper note. I had been away one week end, and when I returned Rockwell was gone. We had been given some flowers by a neighbor, and Mother had arranged them herself. Rockwell thought that should be his work, and in bitter resentment at this denial of his prerogative he had violently lost his temper. He was paid off with a month's wages.

It was then early September. The days were too short to go over to the shore after dinner, the foghorn wailed dismally on the misty mornings. The zest of our summer was gone.

And so, in three weeks we packed up and returned to New York, where our rough-and-ready, once-a-week cleaning woman was waiting for us with a welcoming smile.

for walls of shining beauty



choose Church PLASTIC WALL TILE

NEW COMPANION PRODUCT TO "THE BEST SEAT IN THE HOUSE"

In the finest of homes you'll find this excitingly new Wall Tile by the makers of the famous Church Seat.

Beautiful mirror-smooth tile in 23 lovely "decorator" colors . . . it makes bathroom and kitchen walls a dream to look at, a breeze to maintain . . . *permanently*, and at far less cost than you'd ever guess!

Shown above is Church's exclusive 8½" tile – *4 times the area of regular tiles*; also available in standard 4¼" size. Light-weight, easily installed, color-fast; impervious to moisture, grease, common acids and alkalis; cleans with the flick of a damp cloth.

Ask your floor covering dealer about Church Plastic Wall Tile – or use the coupon below.



CHURCH SEATS, in gleaming tints, soft pastels, black or white — in plain or pearl finish — complete your decorating scheme. *At better plumbing stores everywhere.*

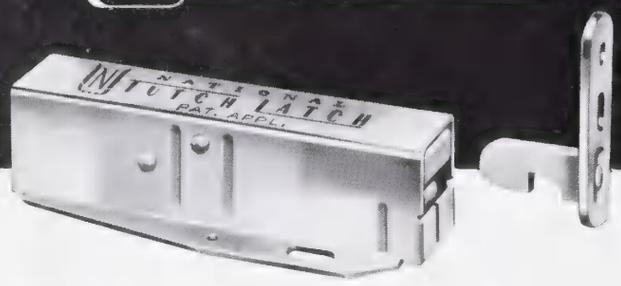
C. F. CHURCH MFG. CO. Dept. HB
Holyoke, Mass.
Please send me FREE illustrated brochure and color chart of Church Tile.
Name.....
Street.....
City.....

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION
Serving home and industry: AMERICAN-STANDARD · AMERICAN BLOWER · CHURCH SEATS · DETROIT LUBRICATOR · KEWANEE BOILERS · ROSS HEATER · TONAWANDA IRON

NEW *Kitchen Convenience*



WITH NATIONAL TUTCH LATCH®



OPENS CABINET DOORS AUTOMATICALLY... WITH TOUCH OF FINGER, WRIST OR ELBOW

National Tutch Latch . . . the newest innovation in cabinet hardware for your home. With Tutch Latch you simply touch the door with your finger, wrist or elbow . . . it opens automatically. Imagine such convenience when your hands are wet, soapy or filled with dishes. ¶ Tutch Latch assures positive latching action. Whether door is closed gently or slammed shut, Tutch Latch holds it securely. ¶ Concealed from view when door is closed, this unique latch brings new beauty to your cabinets . . . gives your kitchen a modern streamlined appearance. Tutch Latch eliminates the need of any cabinet knobs and pulls. ¶ It's ideal for use on upper or lower cabinets. Ask your hardware dealer how easily and quickly Tutch Latch is installed . . . how inexpensive it is to purchase.

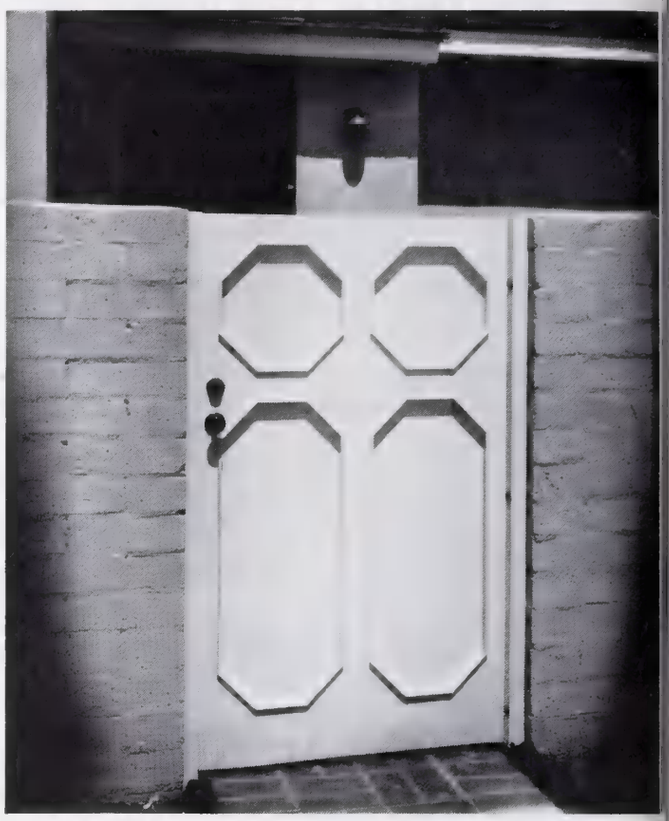
SOLD BY LEADING HARDWARE AND BUILDING SUPPLY MERCHANTS

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

GARDEN GATES DON'T HAVE TO LOOK DULL

CONTINUED FROM PAGE 208



• Here the street-side wall is only a few feet out from the door of the house. So the gate designer has built a gate that looks to passing motorists as if it is the door itself. Actually it is almost this, since it has a regular lock and the family can use the garden as a room.

PHOTOGRAPHS BY MAYNARD PARKER



• When breezes are needed to keep garden and terrace comfortable, use a gate that keeps out intruders but permits breeze to enter almost unchecked. View shown here is from garden looking toward street. Note how landscape nurseryman Richard M. Beeson has used plants.

(Continued on page 216)



Weather the storm with walls of steel



Let them frolic, let them splash—no damage done. Not when your walls are safeguarded with sparkling, *water-safe* tiles of steel.

Like the other steel equipment in this bathroom—light fixtures, shower curtain rod, medicine cabinet, for instance—steel tile is decorative as well as durable . . . low in price and high in practicality.

That's because it *is* steel—America's most useful metal, America's greatest bargain metal. More than that, it is made of a steel particularly suited for the purpose—*Weirzin*, the electrolytically zinc-coated steel that resists heat, moisture, rust . . . that provides a wonderful base for paint . . . that protects the beauty it adds.

Steel is one of the most reasonable things you can buy . . . one of the greatest values you can obtain for your money. It's good business to make steel your standard—and save.

WEIRTON STEEL COMPANY

WEIRTON, WEST VIRGINIA

Metal sculpture, executed in Weirzin steel, demonstrates the exceptional workability of this easily fabricated metal.

NATIONAL STEEL CORPORATION



Setting by W. & J. Sloane, San Francisco; Mr. John E. Davis, designer

"Salem" pattern pictured is just one of many lovely colors and sizes available.

Lastingly Lovely—it's all linen

Here's the rug that makes your 1951 budget go far! So right in price, so sure in charm, in color, in style—for any room, any color-scheme... *Different* because it's 100% all *linen*, cool and fresh-looking. Longer wearing because it's *reversible!*...We call it "Salem," ready in a wide choice of multi-color combinations and solid colors too, to match your decorating plans. Ovals and rounds, from 3 feet to 18 feet in diameter... Ask your dealer or decorator, or write us for information.

Flaxtex
Rugs and Carpeting by

NATIONAL Carpeting



Manufactured by
CALIFORNIA COTTON MILLS and **OREGON FLAX TEXTILES**
Divisions of National Automotive Fibres, Inc. ■ 1091 Kennedy Street, Oakland 6, California

WORK-SAVERS FOR GARDENERS



When transplanting there is nothing more convenient for watering than a sturdy watering can. "Tri-Way" model is heavily galvanized. Geuder, Paesch- & Frey Co., Milwaukee, Wisconsin.



"Trim-Master" makes short work of cutting grass around trees, rocks, etc. Its long handle banishes need to stoop. Glens Division, Port Washington, Wis.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



"Permark" garden labels remain easy to read for months, yet because of their color and construction are not excessively conspicuous in your garden. Permark Co., New York, N. Y.



NEW Conso® DRAW PLEAT®

(Pat. appld. for)

PLEATER TAPE

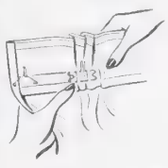
You can make Draw Curtains or Draperies with amazing ease.

The newest thing for decorating—anyone can use it for beautiful draw curtains or draperies which *fit any traverse rod.* Here's how.

Lay DrawPleater tape on drapery or curtain, space pleating slots evenly. Sew on dotted lines.



Insert hook starting from center of pleat, left and right—picking up 2 slots, with last slot inserted under lip of hook. Put drapery pin at each end.



Crease finished pleat from front by hand to form perfect pleat.



Remember, DrawPleat can be used on light or heavy fabrics, is completely invisible from the front, stays stiff through washing and cleaning, irons flat. 3″ width for 36″ and 40″ materials, 19c a yd. 4″ width for 46″ and 50″ materials, 25c a yd. Pleater hooks, 5c ea., drapery pins, 2 for 5c. (Slightly higher west of Denver.) Buy in drapery departments, specialty stores or order direct.

1001 DECORATING IDEAS



Yours for 25c, beautiful, 56-page book, with color illustrations. How to decorate successfully, make slip covers, etc. Obtainable in drapery departments or write today enclosing 25c to Consolidated Trimming Corporation, 27 W. 23rd St., New York 10, N. Y., Dept., 5HB.

DrawPleat is a companion product to the wonder pleater tape for triple-pinch-pleats.

Conso® SIMPLEAT®

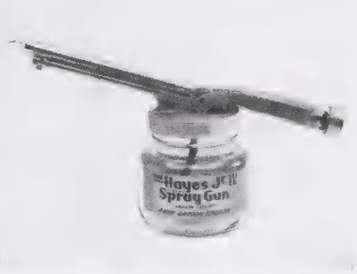
For regular draperies and valances, any fabric—light or heavy. Stitch, insert rod—and pleats are finished. Stays stiff through cleaning or washing, irons flat. All drapery depts., specialty stores—or order direct.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

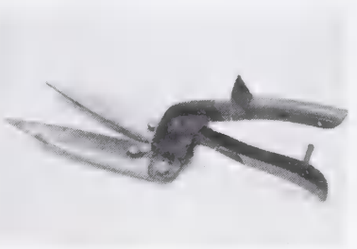
CONSOLIDATED TRIMMING CORP.

27 W. 23rd Street • New York, N. Y.

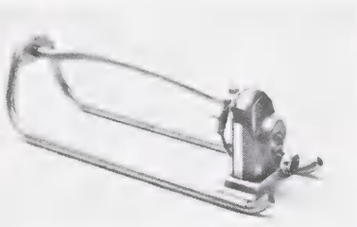
WORK-SAVERS FOR GARDENERS



Hayes, Jr. IV low-cost garden sprayer hooks onto the end of your garden hose and operates from its water pressure. Hayes, Gabriel, California.



Rather than fuss trying to do the final clipping job with your lawnmower, get a well-designed pair of grasshears. This is the easy-working #700 clipper. J. Wiss & Sons Co., Newark, N. J.



"Metco Wave sprinkler" throws a rain-like mist spray over a big rectangle. Oscillates automatically. Metallizing Engineering Co., Long Island City, N. Y.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



"Parrot Head" pruner is especially designed to fit the hand, allows you to exert amazing pressure on cutters with little effort. Sargent & Company, New Haven, Connecticut.

Keep your kitchen neat as a pin...



with New KITCHEN K-VENIENCES

No more groping for pans in the depths of the cupboard! Kitchen K-Veniences keep utensils handy, yet out of the way . . . hold everything from dish towels to dust mops . . . make *any* kitchen much more convenient! They're beautifully made, by the same company that gave you closet K-Veniences . . . smartly finished in gleaming chrome.

It's fun to install K-Veniences! A few minutes with a screwdriver and they're ready to use!



Disappearing Pan Rack #790
Holds 14 utensils, glides in and out at a touch! Easily attached under cupboard shelf.

Disappearing Towel Rack #793
Three bars for your towels. Fastens to either side wall of any cupboard.

Disappearing Towel Rack #798
Towels slide out for easy selection! 4-bar model, easily mounted under shelf.

ASK FOR K-VENIENCES BY NAME AT YOUR FAVORITE HARDWARE, BUILDING SUPPLY OR DEPARTMENT STORE

for you! FREE! *"Kitchen Magic"—illustrated folder showing how to make the most of your kitchen with K-Veniences. Write today!*

KNAPE & VOGT MANUFACTURING CO.

Dept. H51 Grand Rapids, Michigan



Architect: Raymond G. Willis, Oakland, Calif.

WHAT A WONDERFUL WAY to be different!

You can have a dramatic, exciting, inviting entrance like this. A great panel of shimmering translucent glass.

It's distinctive, decorative Blue Ridge *Patterned Glass*.

But this beautiful glass is much more than just decorative. It lets the light come through—yet gives you privacy.

Just think of the ways it could add distinctive beauty to your house—as partitions or panels in your bedrooms, the kitchen, dining room, living room . . . even the walls of your shower.

Blue Ridge Glass is economical to use. It gives you a finished wall on both sides—decorates two rooms at once. And it *never* needs painting or refinishing.

There are more than 20 patterns to choose from . . . linear, textured, checkered.

So see them today. Ask your L·O·F Distributor to show you the beautiful Blue Ridge patterns. (In principal cities he's listed in the yellow section of your phone book.) Or mail the coupon for your copy of a book of ideas.

NEW ADVENTURES IN DECORATING

This illustrated book shows many ideas you can use to brighten every room with Blue Ridge *Patterned Glass*. For your copy, send 10c with coupon below.



Blue Ridge Sales Division
Libbey·Owens·Ford Glass Company
B-451 Nicholas Building, Toledo 3, Ohio

Enclosed find 10c for my copy of "New Adventures in Decorating"

Name (please print) _____

Address _____

City _____ State _____

BLUE RIDGE
Patterned GLASS

L·O·F GLASS

THROUGH AN OPEN DOOR

CONTINUED FROM PAGE 102

touch to the kitchen and made an unnoticeable transition from the hall. The same principle may be applied to the pantry, if this can be seen from the dining room.

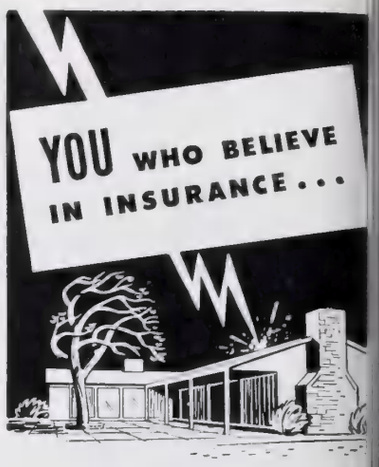
Not everyone wishes to produce this effect of unity. They prefer contrast and variety, and these, too, have their virtues. A tiny foyer papered in bold pattern and strong color or almost completely walled with mirrors may be an extremely good idea. A central hallway with a definitely patterned wallpaper and with the living room on one side and the dining room on the other, each of these papered or painted in entirely different tones, gives all three rooms individuality as one sees them or passes through them. Choosing between unity and diversity is a matter of taste, not of excellence. The total result, though divergent, may be equally good.

I remember a Spanish house in Guatemala with tiled floors, heavy curtains and dark, dark carved furniture, and almost no decoration on the white walls in the several living rooms. It was extremely handsome, but when one stepped into the small private suite of the mistress and found it intimately and sweetly papered, set off with light feminine curtains and cushions, the unexpected contrast was as refreshing as stepping from a majestic forest into a blossoming garden. Any gradual transition would have ruined the charming antithesis.

YOUR house is—or should be—an expression of your personal requirements. If you merely follow conventions or painstakingly copy another person's idea, your own will be a lifeless affair.

Few of us have such impeccable taste that we cannot improve it, and one of the best ways to do this is the study—either in actuality or in exhibitions, pictures, books, and magazines — houses and rooms which are successful. We can analyze the houses and learn as we do. We can see how a house which strives for unity has ended up by being merely monotonous, and one which strives for diversity has resulted merely in confusion.

Fortunately we can always go on learning. Even if we don't achieve perfection, as long as we are not ashamed to learn or afraid to change, we are cheerfully aware of being alive. And that is a blessing and an exhilaration.



should investigate
WEST DODD
LIGHTNING PROTECTION

You who value your homes . . . who cover them with insurance . . . should investigate WEST DODD LIGHTNING PROTECTION.

Lightning outranks any other cause of fire except defective flues, according to authorities. It can cause property damage without starting a fire. But lightning can be controlled so safety is assured. Modern WEST DODD protection systems are inconspicuous. Modest in cost, completely installed. In many instances will cut insurance rates. Get the facts. Write Dept. E-5

D/S
WEST DODD
LIGHTNING CONDUCTOR CORP.
Goshen, Indiana

Best by Comparison!



LYON KITCHENS
Made of Steel for Lasting Beauty
Write for helpful kitchen planning booklet. Enclose 10¢
Sold Nationally Through Direct Factory Dealers
LYON METAL PRODUCTS, INC.
Dept. 51, 349 Monroe St., Aurora, Ill.

MINWAX WOOD FINISHES and WAXES



• To enhance and maintain fullest beauty of floors, paneling, furniture. No more floor rescraping! Write for color card showing authentic stain colors: Light Oak, Dark Walnut, Puritan Pine, Driftwood, Spruce Grey, etc.
MINWAX, Dept. HB-5
11 W. 42nd St., New York 18
In Canada: E.T. Sampson & Co., Ltd., Montreal.
MINWAX — Specialists in fine wood finishes for 3 generations



"Mmm...you made them with TRIBUNO!"



Guests who know— **KNOW** Tribuno

DRY for Martinis and dry Manhattans —to please the most exacting taste.

SWEET for Manhattans — the ultimate in flavor and bouquet.

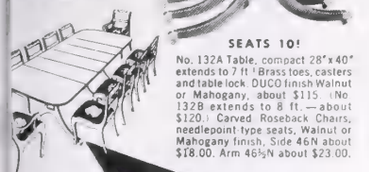
TRIBUNO
VERMOUTH
"THE LIFE OF THE COCKTAIL"
"21" Brands, Inc.
New York, N. Y., Sole Agents in the U.S.A.

CRADDOCK
junior pieces give you full-scale luxury living



XTRA STORAGE!
redenza for living
d dining, 19"x48"
nter-guided
awers, 3-door
pboard, antique
ass pulls. Rich
nd-rubbed finish,
line trim. Walnut
Mahogany No. 130
about $110.00.

Tablet Sizes 2, 3 & 4 Pedestals Expand up to 9 feet



SEATS 10!
No. 132A Table, compact 28"x40" extends to 7 ft.! Brass toes, casters and table lock. DUCO finish Walnut or Mahogany, about $115. (No. 132B extends to 8 ft.—about $120.) Carved Roseback Chairs, needlepoint-type seats, Walnut or Mahogany finish, Side 46N about $18.00. Arm 46½N about $23.00.

SEND 10¢
for illustrated catalog of tables, chairs and living-dining case pieces —all in open stack

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

uble
rance
uality

CRADDOCK FURNITURE CORPORATION
Evansville 7, Ind.

GARDEN BOOKS WORTH READING

The Lily Yearbook of the North American Lily Society, George L. Slate, Editor. Published by North American Lily Society, Geneva, N.Y.

Proof positive! Jackets don't always sell the book! A plain brown wrapper envelops a book that's alive with love for the lily. Here is an earnest endeavor by a group of hardworking admirers of the lily—gardeners from all over the world who want the beautiful lily to rival the rose in popularity. Chapter after chapter spreads friendship, warmth and knowledge from neighbor to neighbor, as it were. Should you wish to become a member of the North American Lily Society, you'll be in the company of S. L. Elmsweller, government horticulturalist. M. A. H. Tincker, North of Scotland College of Agriculture, George H. M. Lawrence of Cornell University, geneticist with the U. S. Department of Agriculture, and countless lily amateurs, people like you and your next-door neighbor, just gardeners who found adventure in raising lilies. Written in the easy flow of language that endears it to the heart of the layman. It's printed in bold type on glossy paper with a sufficient number of diagrams and photographs.

—Kathleen Grantham

Tree Trails and Hobbies by Ruth Cooley Cater. Doubleday & Co., Inc., Garden City, N. Y. $3.50.

A tree is a tree no longer—but a treasure house of half a dozen exciting hobbies. This book, so ably written by Mrs. Cater, so chock full of half-tone photographs, entices you to the wonders of tree hobbying. Over 200 species of trees are introduced and clearly identified. A technical book with a personal touch. Mrs. Cater's pleasant experiences in nature's wonderlands make you long for the tree trails, thirsting for the sight of strange tree flowers, or the taste of succulent fruit. Admire the aesthetic beauty of a little known tree flower, but catalog it, identify it, know its blooming season—information you'll find in the section, "Trail

(*Continued on page* 217)



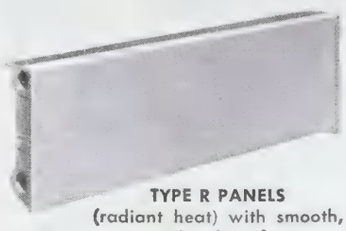
AMERICAN-Standard
First in heating . . . first in plumbing



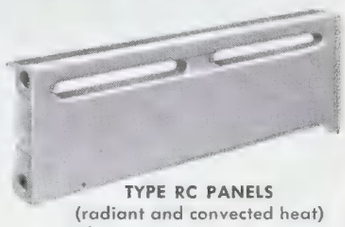
This one simple remodeling change improves your home three ways!

● Thinking of modernizing? You couldn't make a better start than by replacing your conventional radiators with modern Radiantrim Panels by American-Standard. Extending less than one inch from the wall, these trim baseboard panels leave all the room's wall and floor space free and unobstructed. Thus they contribute to the improvement of your home three welcome ways. They give you greater freedom in furniture arrangement and do not interfere with draperies. They make your rooms look larger. And they keep your home uniformly warm and comfortable on the coldest days.

AMERICAN-Standard
Baseboard Heating



TYPE R PANELS
(radiant heat) with smooth, smartly plain front.



TYPE RC PANELS
(radiant and convected heat) for extra heating power.

FREE ILLUSTRATED LITERATURE. A special folder on Radiantrim Panels and a new edition of the famous Home Book will be sent you upon request. They show and describe American-Standard products, which are available through heating and plumbing retailers who sell, service and install. Also explain easy time payment plan for remodeling.

American Radiator & Standard Sanitary Corporation
Dept. HS-5, Pittsburgh 30, Pa.
Please send me your latest descriptive folder on Radiantrim Panels and a free copy of your new Home Book.
Name.....
Street.....
City & State.....

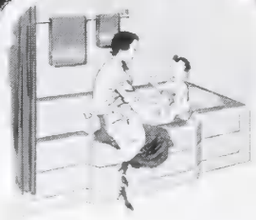
Serving home and industry: AMERICAN-STANDARD · AMERICAN BLOWER · CHURCH SEATS DETROIT LUBRICATOR · KEWANEE BOILERS · ROSS HEATER · TONAWANDA IRON

ELJER



Lustrous beauty

TO LAST A LIFETIME



For a beautiful bathroom, combining color and styling with easy, immaculate housekeeping, install Eljer's Fine Plumbing Fixtures. Whether you choose a lovely pastel shade or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Bathtubs have an extra-thick coating fused to a *rugged, rigid, cast-iron base.* Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids because they are *real* china. Eljer Faucets, too, are quality-built for long, trouble-free service. For free booklet, write Eljer Co., Box 192, Ford City, Pa.

Eljer's Legation Bath has an integral end-seat and a wide, front rim-seat, only 16 inches high . . . easy to step in or out and ideal for bathing children. Bottom is flat for safety's sake. All parts are within easy reach for cleaning.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

GARDEN GATES DON'T HAVE TO LOOK DULL

CONTINUED FROM PAGE 210



• This type of gate pattern makes much less forbidding the eye-stopper needed for privacy from street. Open grid at bottom of gate was used to allow enough air flow to prevent any whirlpooling of dust and dirt. Gate opening was located to focus eyes on door beyond.

PHOTOGRAPHS BY MAYNARD PARKER



• Too often the gate builder gets carried away by preconceived ideas on pattern and design, and forgets use. Here simple gate made of plank can withstand slams and rough use by active boys. Install heavy hinges and a strong latch, and get years of trouble-free service.

"Imagine me saving us money!"



"Jim was amazed when I told him that Cabot's Creosote Stains cost only 1/3 as much as good paint. And they come in a wide variety of attractive shades. Our painter added that the high content (60%-90%) of creosote oil, the best wood preservative known, would give our home long lasting beauty and protection from termites and decay."

Free! Send for color card showing clear brilliant hues to weathering browns and grays and free booklet "Stained Houses" — showing pictures of prize-winning homes finished with Cabot's Creosote Stains. Address Samuel Cabot, Inc., 5151 Oliver Bldg., Boston 9, Mass.

CABOT'S CREOSOTE SHINGLE STAINS

Modern space savers are Sterling HARDWARE SLIDING DOORS



R. found she got re wall space and venient furniture angement with a ling door on fine

Sterling HARDWARE

h hinged door wastes ut 7½ sq. ft. of space.)

Whether you are building or remodeling, your home can be more attractive . . . more livable when space-stealing hinged doors are eliminated. Sliding doors unted on smooth-gliding Sterling rdware make your home smart, ctical and modern.

Say Sterling HARDWARE to your architect, builder or dealer

ERLING HARDWARE MFG. CO. 2345 Nelson St. CHICAGO, 18

GARDEN BOOKS

CONTINUED FROM PAGE 215

of Tree Flowers."

Tree Trails and Hobbies is much more than a botanically literate book—it far surpasses the dullness of dusty facts. Mrs. Cater understands tree life, and she imparts to you the very essence of her love in nostalgic descriptions of nature's glory. This book is readable, but it is not easy to read. Its fountain of facts must be supplemented by your frequent excursions and subsequent findings. Before you read, study the well-stocked glossary, then tie a mental string around the botany you remember from school days. You must read with care and comprehension, or you will miss an eye-witness account of the birth of a mighty tree, or the strange tale of the headless fisherman, in connection with the origin of the Coconut palm. The author has not made an obvious attempt to lower her standard of botanical explanations, scientific terms or findings, but the student of botany will find the quantity of scientific information an amazing propellant, urging him on with delightful pause for rest and contemplation in the accounts of Mrs. Cater's field trips in foothill, mountain, valley, and desert.

One shortcoming, however—the author is thoroughly familiar with the whole Pacific Slope Forest Region, particularly California. The information pertaining to the Southern, Northeastern, and Rocky Mountain Forest Regions is sparse by comparison.

This book is not for the sedentary nature lover, not for someone indoors looking out. It is an invaluable aid for those who constantly make excursions on forest trails and who wish to record their findings with scientific accuracy.

—Kathleen Grantham

(*Continued on page* 231)





Perfect deal for comfort

—convenient, automatic

Mueller Climatrol



For gravity or forced warm air



— for radiator or radiant heat



— or to convert your present furnace or boiler

When you buy heating equipment, it's an investment to last for years. One way to make sure you get complete, lasting satisfaction is to insist on the best—Mueller Climatrol—*the Big Name in Heating!*

Then you're sure of a selection to meet your exact needs — for any size home, any type of heat, with any fuel — gas, oil, or coal.

And you're sure of quality that means big value for your money. That's why so many architects and builders prefer Mueller Climatrol.

Above all, you're sure of advanced engineering for top efficiency and years of fuel-thrifty comfort. Mueller's 94-year record of leadership is your best assurance of that. There's a Mueller dealer near you. Ask him for full details.

Since 1857 Mueller Climatrol

Tear out coupon and mail today!

Insist on a Mueller Climatrol

L. J. Mueller Furnace Co.
2012F W. Oklahoma Ave., Milwaukee 15, Wis.

Please rush a copy of your colorful free book "Accent on Comfort" — 12 pages of helpful information on selecting heating equipment.

Name.....

Address.....

City.....(.....) State.....

C-36

FOR GAS • FOR OIL • FOR COAL

Right:
SPRINGTIME
(section 1)
No. 725

Left:
BEEHIVE
No. 713







• Masonry areaways for below-grade windows are usually clumsy and expensive to build. Pace-Setter basement windows sidestep this problem by using prefabricated steel window wells with fitted grilles.

CLIMATE-WISE STRUCTURE

CONTINUED FROM PAGE 142

Structurally, the 1951 Pace-Setter is a wood-and-plywood shell on a concrete platform. Prefabricated *concrete products* used included concrete blocks for all foundations, and precast concrete joists and precast light-weight floor panels over basement boiler room. The reinforced concrete sub-floor for the entire house uses *Portland Cement* from Universal Atlas Cement Co., New York, N. Y.

Basement

Basement floor and walls are waterproofed with *Visqueen*—a tough plastic sheet material made by The Visking Co., Terre Haute, Ind. Since this material comes 8 ft. wide, in long rolls, entire basement could be "wrapped in cellophane" with only one vertical seam. Visqueen was also used under all floor slabs to keep them dry.

Fenestra steel basement sash by Detroit Steel Products Co., Detroit, Mich., are neatly housed in *prefabricated steel areaways* from the Majestic Co., Huntington, Ind. (See picture above.) Majestic also manufactured the living-room fireplace damper.

Above the masonry platform the house is framed of *Grade A kiln-dried lumber* from Weyerhaeuser Sales Co. of St. Paul, Minn. Wherever this lumber comes near the ground, it is insect-and-fungus-proofed with *Cuprinol* from Darworth, Inc. of Simsbury, Conn. Instead of the thousands of pieces of sheathing and clapboard ordinarily used on frame houses, the Pace-Setter is built of big sheets of plywood. This plywood is *Douglas Fir*—except for interior veneers—*vertical grain cedar* in bedrooms, and *oak veneer* elsewhere by M & M Woodworking Co., Portland, Oregon.

For increased strength and stability, walls have two layers of plywood on each side—the inner one nailed horizontally, the outer one vertically. To prevent rust stains on outside walls, *aluminum nails* by Nichols Wire and Aluminum Co., Davenport, Ia., were used.

Wall Construction

Thus, if you cut through a wall of the Pace-Setter, you have a "sandwich construction," each membrane of which has a special function. Working in from the outside, this is what you'd find: First, a $\frac{3}{8}$" sheet of *Douglas Fir Plyshield*—protected of course by *Colorizer Paints*. Next a $\frac{3}{8}$" sheet of Plyscord (this replaces the conventional sheathing): then an air space; then *mineral-wool insulation batts* from Philip Carey Manufacturing Co. of Cincinnati, Ohio. Next to this is an inner layer of *Plyscord*, over which a *Visqueen vapor barrier* is tightly stretched. Finally, inside finish wall of $\frac{1}{4}$" *Malarkey oak veneer plywood* by M and M Woodworking Company.

Because of its fire hazard, garage

PHOTOGRAPH BY RUDOLPH E. LEPPERT, JR.



• Rustproof aluminum nails were used in all exterior carpentry to eliminate staining of woodwork.

as different wall construction. utside surfacing is *Philip Carey's rrugated asbestos siding.* Inside nish is *Universal cement plaster* n *U. S. Gypsum's Red Top metal th.*

The entire Pace-Setter, including en garden fences, is permanently nd colorfully protected with *Col-izer paints* manufactured by:

ennett's, Salt Lake City, Utah, and Los Angeles, California.
Valter N. Boysen Co., Oakland and Los Angeles, California.
rooklyn Varnish Mfg. Co., Brooklyn, N. Y.
ames Bute Company, Houston, Texas.
mperial Varnish & Color Co., Ltd., Toronto, Canada
ewel Paint & Varnish Co., Chicago, Ill.
Kohler-McLister Paint Co., Denver, Colorado
W. H. Sweeney & Co., St. Paul, Minn.
Warren Paint & Color Co., Nashville, Tenn.

Roof Construction

A similar section through the ceiling and roof would read like this: All ceilings are *Red Top plaster* on *Red Top metal lath* (both from U. S. Gypsum Co., New York, N. Y.). They act as ideal heat distributors for *copper heating coils* from Revere Copper & Brass Co. of New York, N. Y. Immediately above ceiling is more of *Philip Carey's insulation.* (See picture, page 220.) Then you come

(*Continued on next page*)

TERMITES AND FUNGUS: KEEP OUT

PHOTOGRAPHS BY RUDOLPH E. LEPPERT, JR.



• Masonry platform keeps wood in the house proper from contact with the ground. But all plates (left) were treated with Cuprinol, as was all wood in garden structure and fences (below). Cuprinol is a wood preservative that inhibits all types of fungus and insect attack. Walls also carry continuous copper termite shields.



Brides sing the praises of Hi-Jacs®
(and the people who give them!)



Shower the bride with terri-knit Hi-Jacs! They make her new job of hostess-ing gayer, protect her new furniture! Solid pastels or white-striped accent colors. Gift-boxed.



The Hi-Jac Company
Fort Payne
Alabama

et of 8 $1.25 at better stores everywhere!

Save { STEPS TIME MONEY

IN EVERY FOOD MIXING JOB



Osterett
MADE BY OSTER

Mixes
Mashes
Creams
Whips
Beats

POWERFUL, PORTABLE, 2-BEATER MIXER

Here's an electric mixer you'll use as often and as easily as your kitchen spoon. It's the new OSTERETT, so portable it follows wherever you go. Lightweight, shaped to the hand, yet, pound for pound, the *most powerful electric mixer* you can buy.

The OSTERETT saves carrying pans and dishes back and forth, emptying from one bowl to another. Mashes potatoes on the range... beats an egg in a cup... whips cream or cake batter wherever you want it to.

So reasonably priced, yet does every food mixing job. See the OSTERETT at your electrical housewares dealer.

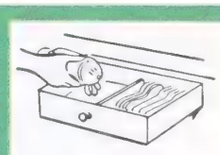
A WONDERFUL GIFT FOR ANY FAMILY



Easy to carry to range or table with its extra-long eight-foot cord.



Powerful enough to mix all heavy batters, yet weighs only two light pounds.



Store it in cutlery drawer, or hang on its own convenient wall bracket.

Guaranteed by Good Housekeeping

Oster
GUARANTEED QUALITY

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN, makers of the OSTERIZER, the Original Liquefier and Blender; AIRJET Hair Dryer; STIM-U-LAX JUNIOR and SCIENTIFIC Massage Instruments; Double-Action Electric Knife Sharpener.

"Just see what Perma-Stone did for our home!"



Modernized and beautified at low cost!



after



before

Something wonderful happens to make daily living brighter, richer when you modernize and beautify with ultra-modern Perma-Stone. You can still do it at low cost—and do it *right* with the planning aid and skilled application of your local Perma-Stone dealer. He will show you the wide choice of pure mineral colors—how they are richly blended to your own color preference—and different types of attractive stone designs. Choose Perma-Stone for everlasting beauty. No upkeep expense, ever! Fire or vermin can't destroy it. Insulation is built into it for all-year comfort and lower heating costs. Perma-Stone is the *original* moulded stone wall-facing. Don't accept a substitute.

See your Perma-Stone dealer soon for a free estimate. Mail the coupon for his name and illustrated literature.



Genuine PERMA-STONE Compounds are cast with hand moulds over walls of any kind. Used nationally for over 20 years. Insist on genuine Perma-Stone.

PERMA-STONE
Reg. U. S. Pat. Off.
for Beauty + Permanence + Strength

Perma-Stone Co., Desk C-14, 719 E. Hudson St., Columbus 11, Ohio

Send free Perma-Stone literature and name of your local dealer.

Name_____

Street_____

City_____ State_____

CLIMATE-WISE STRUCTURE

CONTINUED FROM PRECEDING PAGE

to an air space—open in summer, closed in winter. Above this is a ⅜" sheet of *Douglas Fir Plyshield*, topped with a layer of Carey's building paper, then Carey's Fire-Chex shingles. (Flat roofs over garage and porch are Carey's, too—five plies of heavy felt laid in asphalt, gravel-and-asphalt topped). All flashing is *Revere's copper*.

Floors

For glowing color, ease of maintenance and year-round comfort (cool in summer, warmed in winter) non-carpeted floors are *ceramic tile* from the kilns of Mosaic Tile Co., Zanesville, Ohio. A coppery-pink *Granitex tile* is used in living room, dining room, laundry, and kitchen and flows out into entry and breezeway on north, big screened porch on south. *Granitex* also floors both bathrooms, and is used with telling effect on window seat in the den. (See pages 132-3.) Bathroom and kitchen walls are surfaced with *Mosaic's faience tile*. And a *hand-decorated faience*, from designs by Lucio Costa, famed Brazilian architect, adorns the living room chimney breast. Service porch is surfaced in quarry tile.

Doors

There are four distinct types of doors in the Pace-Setter, each chosen for its special function: hinged, sliding, folding, and overhead. Hinged *oak-veneered flush panel doors* are from U. S. Plywood Corp., New York, N. Y. Main room doors are solid-cored, for greater strength and privacy; all sliding closet doors are of lighter, hollow-cored construction.

These hinged and sliding doors are all equipped with *hardware*—locks, knobs, hinges, bolts, tracks, etc.—from Sargent & Co., New York, N. Y., and the Stanley Works of New Britain, Conn. Outside doors all boast *Acco Weatherstripping* by Accurate Metal Weatherstrip Co., New York.

Folding "doors"—actually partitions—in dining room and in den are *Modernfold* made by the New Castle Products Company, New Castle, Indiana.

Overhead garage doors from Barber-Colman Co., of Rockford, Ill., are radio controlled. Operated

CLIMATE CONTROL REQUIRES GOOD INSULATION

SEE PAGE 141

PHOTOGRAPHS BY RUDOLPH E. LEPPERT, JR.

• All exterior walls in Pace-setter are insulated with Carey's rock wool batts. Here batts are being stapled to inner face of wall studs. Interior plywood goes on top.





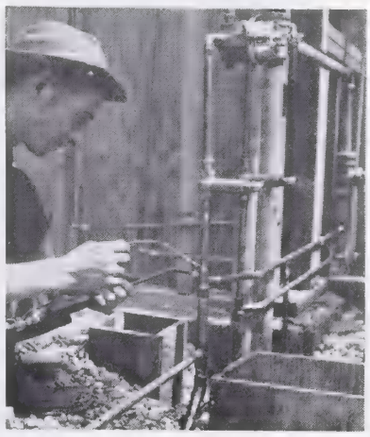
• Ceiling insulation is placed on top of metal lath to deflect radiant heat down. Copper heating coils are attached to lath before plastering for good heat distribution.

ING & GRONDAHL
ATIONAL FACTORY OF PORCELAIN
Danish Porcelain



quisite Danish figures that
pture the heart, with delicately
ted colors hand painted and
prisoned forever under a shim-
mering porcelain glaze.
ve Refused, about 7" high, $45

me of nearest dealer and interesting
pamphlet forwarded on request.
STANLEY CORCORAN, INC.
est 30th Street New York 1, N. Y.



■ All water piping in the Pace-Setter is copper tubing. All of the joints and connections are soldered.

by a button on the car dashboard. these *Barcol Overdoors* eliminate the dreary business of getting out in the rain to open (or close) the garage.

Windows

In a typically American climate like that of Westchester County, N.Y., with its big extremes between winter and summer, large areas of fixed glass are a risky business—unless, of course, you have complete year-round air conditioning. Hence, while the Pace-Setter has an unusual amount of glass—all of it *Thermopane* from Libbey-Owens-Ford Glass Co., Toledo, Ohio—fully 90% of it opens. *Pella casement sash* from the Rolscreen Co., Pella, Ia., do the job. (See page 000.) Pella sash comes equipped with *Rolscreens*. All special screening is in Chicopee Manufacturing Company's *Lumite*.

Plumbing System

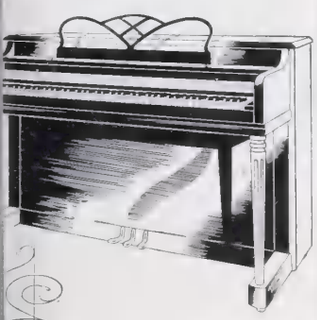
Master bathroom has the following plumbing fixtures, all manufactured by American Radiator &

(*Continued on next page*)

PHOTOGRAPHS BY RUDOLPH E. LEPPERT, JR.



■ This is the outdoor thermostat. It warns heating system when the temperature is changing—long before change is apparent inside house.



Bremen
One of the world's finest spinets

Here is superb beauty for your home, the beauty of artistic styling . . . the beauty of rich, sparkling tone. Built to the most exacting standards, the Bremen spinet piano is a superior musical instrument—your key to a lifetime of musical enjoyment.

Write for free brochure.

emen Piano Corporation
ept. HB, 3047 W. Carroll Ave.
Chicago 12



CINZANO
Imported Vermouths



WORLD-RENOWNED SINCE 1816

Take a tip from a sip: Enjoy Cinzano straight... and you'll know from its superb flavor why this perfect vermouth makes perfect cocktails.

Sole Importer: CANADA DRY GINGER ALE, INC., New York, N. Y.





See how furniture will look in your home by browsing through some fifty individual bedrooms and dining rooms in an RWAY showroom.

Shop and compare. No obligation. Purchases may be arranged only through authorized RWAY dealers.

Send 25¢ to RWAY Furniture Co., Sheboygan, Wisconsin, for a copy of "Create Charm in Your Home" . . . 44 pages of information and pictures.



RWAY FURNITURE...to create charm in your home

For years known as NORTHERN FURNITURE

Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Kansas City, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Sheboygan.



■ A roof is no f than its sheet- work. In the Pace-S flashing is co throughout. Here man is laying wide per valley prepa to shingling.



● Flat, built-up roofs on garage and porch have copper "gravel stop." Installed before hot-asphalt-and-gravel topping is placed, this stop prevents decay at eaves.

PHOTOGRAPHS BY RUDOLPH E. LEPPER

CLIMATE-WISE STRUCTURE

CONTINUED FROM PRECEDING PAGE

Standard Sanitary of Pittsburgh, Pa.: 5 ft. *Master Pembroke tub*, *Master One-Piece water closet* with *de luxe seat and cover* by C. F. Church Manufacturing Co., Holyoke, Mass. Combination *lavatory dressing-table* is American-Standard's new "Dresslyn."

The second bath uses a One-Piece water closet, a Roxbury lavatory, both from American-Standard. "Permalune" *shower stall* is from Shower Door Co. of America, Atlanta, Ga.

To avoid being scalded or frozen by the shower, both showers have a *thermostatic mixing valve* by Leonard Valve Co. of Cranston, R. I. And to provide any type of spray shower, Boyd *shower heads* from American-Standard are used.

Medicine cabinets, electric heaters, and chromium towel racks are all from Miami Cabinet Div. of Philip Carey Manufacturing Co., of Middletown, O. Recessed *ceramic soap dishes*, *glass holders*, etc., are from Mosaic Tile Co. in Zanesville. *Extension mirrors* in master bath are by The Acme Specialty Co. of Toledo, O.

Both baths, as well as kitchen and laundry, are served by a plumbing system in copper tubing from Revere Copper & Brass Co., New York. Hot water is supplied by an automatic electric heater from Rheem Manufacturing Co., New York, N. Y.

All soil pipe for the sewerage system is cast iron.

Heating System

The Pace-Setter radiant heating system has four main compon a boiler to heat the water; a tem of pumps and valves to late it; a network of copper to distribute it; and electronic trols to regulate the whole sy

Heart of the whole syste American-Standard's *Oakmon tomatic oil-fired boiler*. The lation of this hot water, in right amounts at the right tin the right part of the hous handled by *Hydro-Flo con* This is a system of pumps valves made especially for ra heating by Bell & Gossett C Morton Groves, Ill.

The whole system is polic oil-burner, pumps, and turned on or off as required electronic temperature con made by the Minneapolis-H well Regulator Co. of Minnea Minn. Heart of the control s is a team of indoor and ou thermostats. The old-fash thermostat could only call for when falling temperatures doors had chilled the whole h Conversely, they didn't stop furnace until rising tempera had heated the whole house.

Consequently, the house w ways lagging behind the we This effect is largely elimi by use of a team of indoor an door thermostats, hooked tog so that the outer one can war inner ones of temperature ch long before they work throug insulation.

Ventilation

Odor control in the Pace-S



HomeLIFT



EscaLIFT

e SHEPARD HomeLIFT or aLIFT is the practical solu- for the family interested in nnating stair climbing dgery. Safe—easy to install operate—and priced within family budget. Representa- s in all principal cities— te for descriptive bulletins.

HEPARD

SHEPARD ELEVATOR CO.

003-D1 Brotherton Road

Cincinnati 9, Ohio

owder-ene

ou can't beat it for eping rugs *clean!*

• It's the *original* powdered cleaner that eliminates the use of liquids and hard work in keeping rugs and carpets clean and bright. Simply sprinkle it on those "get-so-dirty" areas and brush it into the rug with the long-handled Applier. The sooty, greasy dirt which sticks to the fibers will be released in an hour or two.

Then use vacuum cleaner to remove POWDER-ENE and loosened grime. Use it regularly where shoes track in most dirt—occasionally on entire rug. *Get both Powder-ene and Applier Brush at department, furniture, hardware or other stores.*

VON SCHRADER MFG. CO.

Racine, Wisconsin



uaranteed by Housekeeping

Wind Motorfans, Inc., Los Angeles, Calif.) and a *ventilating fan* in outside wall of laundry by Miami-Carey. Naturally, both fans can be used year around for local ventilation. But for full summer comfort, one of Miami-Carey's big *attic fans* in bedroom hall takes over. (See page 147.) Its capacity is large enough to give house an air change every minute and a half.

Electrical System

The Pace-Setter is powered by a new *remote control wiring system* developed by General Electric Co., Bridgeport, Conn. (See page 228.) All *light bulbs* throughout are GE's, including *Lumiline strip lighting* in kitchen, dining room, and den. *Electric raceways* for this strip lighting are from The Wiremold Co., Hartford, Conn. All lighting fixtures (exclusive of ornamental lantern in master bedroom) are from Lightolier, Inc., Jersey City, New Jersey.

CALADIUMS



COLOR PHOTOGRAPHS ON PAGES 129 AND 131

Caladiums are seldom seen outside botanical gardens, although they are easy-to-grow house plants. Unlike many house plants, caladiums thrive in the warmth that people find most comfortable. Just give them lots of water and you can keep the heat as high as you like for your own comfort. They will need protection, however, from the heat of direct midday sunshine in summer, or their big, thin leaves lose water so fast that they wilt.

Buy young caladium plants now, and they will continue to produce their beautiful leaves until fall. Plants can be moved outdoors to decorate terraces and patios in the summer. Green-leaved kinds seem to grow better outdoors than red-leaved.

Tubers can be saved from one year to the next with no more care than given dahlias or gladiolus.

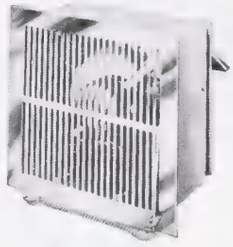
"Both kitchen ventilators are extremely efficient"



Mrs. C. W. Laing
Chicago, Ill.



• Using her own ideas, Mrs. C. W. Laing transformed her old-fashioned kitchen into this "dream" of beauty and utility. Not one, but two ILG electric ventilators were installed, one on the inside wall above her sink, range and work space, a second in the glass-bricked dining area. As she says, "they are not only extremely efficient, but operate quietly, too!" For a home, *sweet* home of your own, free from stale cooking odors, greasy grime, steam and excess heat, see your dealer or send coupon below.



• You may select from a complete line of ILG electric ventilators for mounting in ceiling, wall, or window if you act now before stocks are depleted.

ILG VENTILATION

FREE! Helpful 16-Page Booklet "HOW TO PLAN YOUR HOME VENTILATING SYSTEM"



☐ Please send me your FREE BOOKLET "How to Plan Your Home Ventilating System"

Name _____

Address _____ Zone _____

City _____ State _____

ILG ELECTRIC VENTILATING CO., Chicago 41, Illinois
2816 North Crawford Avenue • Offices in more than 45 Principal Cities



veneered drop arm
balloon tire brass casters
seats three comfortably

the glendale

dramatic

gracious furniture for gracious living

modern and traditional upholstered furniture

Futorian furniture

designed by forest wilson

futorian manufacturing company
1139 american furniture mart, chicago 11
or 1656 merchandise mart, chicago 54
write



* Non-tarnishing Sterling on Crystal

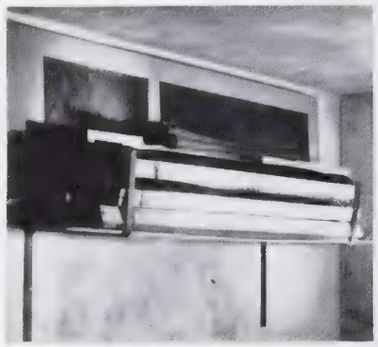
So manifestly **DESIRABLE**

"Beauty Spots" for the home of the artful hostess — a tempting coterie for her to browse through.

Priced from $4.00 to $10.00

At Selected Jewelers, Department Stores, and Specialty Shops

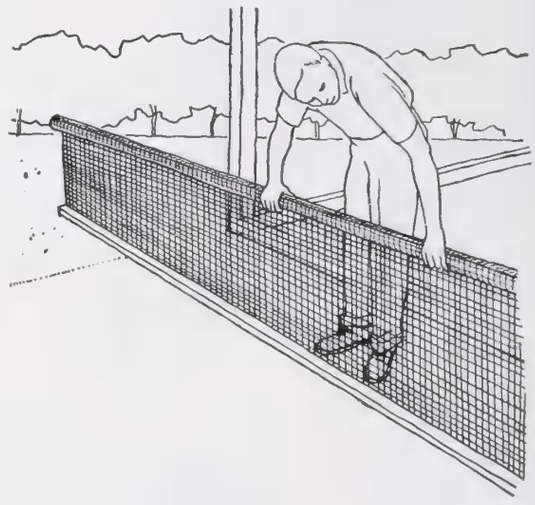
Sterling "Fashioned" Crystal — by the creators of CARLTON ARTS, the ultimate in Crystal Holloware with Silver Mountings.



■ Storage of screens is no problem. Rolled up, this is all the space they need.



● Sides of screens are held snug grommets, like curtains on early ca



● Putting up the screens at the Pace-Setter is no longer a chore. Simply unroll them, screw top and bottom wood bars in place, then snap on sides

HOW TO LICK THE INSECT PROBLEM

CONTINUED FROM PAGE 139

All the casement sash in the house are standard and factory-equipped with a neat screen unit which slides up and down inside the sash, like an old-fashioned roller-shade (right, below). By using this combination, the insect problem in three-fourths of the house was easily licked at the start.

The south wall of the living room and screen porch have custom-built screens of Lumite plastic mesh, stretched from one column to next. Lumite is attached to h wood rods, top and bottom. S are hemmed and grommeted, s into place like the curtains on old-fashioned touring car. The sult: The whole south wall of house is screened; there are bulky frames to interrupt the v and breeze, and in winter, scre can be stored in less space tha steamer trunk.





● Installation of a Pella casement unit is speedy and precise. Window comes f factory complete with hardware, weatherstripping, screen, and trim. It ne only paint and glass. Easy-to-operate Rolscreens (right) are standard equipm

r hearty enjoyment
say:

lake Mine Myers"



...because it's
RIGHT-BODIED
...not too heavy
...not too light

IYERS
The Traditional Dark
JAMAICA RUM
"Planters' Punch" BRAND
97 Proof

ree Illustrated Recipe Booklet
te R. U. Delapenha & Co., Inc.
Laight Street, New York, N.Y.
U. S. Distributors



THREE VILLAGE TEA HOUSE
STONY BROOK, L. I.

HOW TO HAVE A
HOUSE BEAUTIFUL
ON A BUDGET . . .

Good paint lasts longer — always saves you money in the long run. The fresh, non-fading colors of Cabot's Collopakes will keep your home looking neat and newly-painted for years. These house paints are made by a patented Collopaking process which inseparably unites pure pigments and wear-resistant oils. Results in a porcelain smooth finish that won't collect dirt or dust looks fresher, longer. Your choice of a wide variety of lively colors, many available from no other source.

WRITE TODAY FOR COLOR CARD showing many attractive shades, and free booklet, "The Little White Book" . . containing pictures of prize houses and complete information about Cabot's Collopakes.

SAMUEL CABOT, INC.
SILVER BLDG., BOSTON 9, MASS.

Pest Killers for Gardens



■ Once gardeners had to know exactly what bug or disease was attacking the plants, and you had to have a whole shelf full of specific poisons.



Now you stock only one of two "all-purpose" products. You have a choice of dust or liquid forms for most of these prepared mixtures. We show



dusts here because they are somewhat easier to apply and store (no freezing during overwinter storage in your tool shed). Spraying costs less

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



than dusting, but the saving is not significant in small gardens. Other important "all-purpose" pest killers are made by Swift, Dupont, Dow, McCormick, Acme, Niagara, etc.

TIRED OF BEING A

Seven O'clock Stoker?



GET THOSE EXTRA 40 WINKS WITH
bryant
AUTOMATIC GAS HEATING



THE NATION'S LEADER IN AUTOMATIC GAS HEATING SINCE 1908

If you're one of those who grudgingly crawls out of a warm bed on chilly mornings for a trek to the furnace room, we've news for you!

Bryant Automatic Gas Winter Air Conditioners attend to that wearisome task for you . . . and *more*. They do *four* big jobs . . . warm, circulate, filter and, if desired, humidify the air in your home. You simply set the thermostat, then forget your heating problems.

And remember, you can select from Bryant's complete line of gas heating equipment to answer any heating need. There's no *easier* way to *solid* comfort!

Let the pup be furnace man ... and water boy too!
bryant
AUTOMATIC HEATING

Bryant Heater Div., Dept. 44,
Affiliated Gas Equipment, Inc.,
17825 St. Clair Ave., Cleveland, O.

Send me literature on Bryant residential heating. I am interested in ( ) warm air, ( ) steam, ( ) hot water. Available gas is ( ) natural, ( ) manufactured, ( ) mixed, ( ) LP-gas.

Name_____

Address_____

City_____ State_____

Spode THE FINE ENGLISH DINNERWARE



HAZEL DELL
A dainty ring of color to emphasize the fluted scallop edge

ROMNEY
A colorful bouquet for each place at the table

Among the many distinguished patterns of Spode, you are sure to find one that is exactly suited to your home. To help you make the correct selection write today for Booklet 41.

Wholesale distributors

COPELAND & THOMPSON, INC., 206 Fifth Avenue, New York 10, N. Y.

BUY A LITTLE—BUT BUY THE BEST

DANISH SILVER

FRIGAST...
for the fortunate few

...to whom perfectionism is a creed... this incomparable Danish sterling by Frigast with a fabulous platinum finish... handwrought and every piece a collector's masterpiece. Gather your settings now... and for the years to come... at fine stores everywhere.

1
2
3

6-pc. place setting (tax incl.):
1. Princess Fushia $54.20
2. Prince of Denmark $58.35
3. Danish Crown $64.45

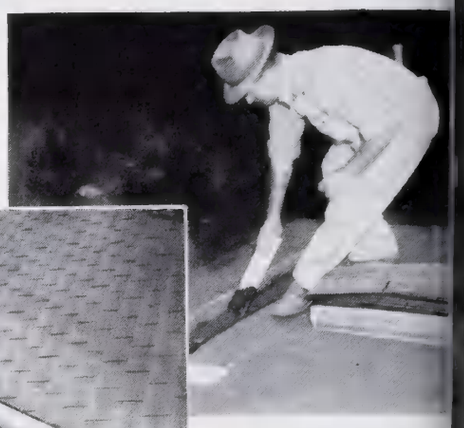
Black, Starr & Gorham Inc., N.Y.
Bigelow, Kennard Co. Inc., Boston
Bailey, Banks & Biddle Co., Phila.
Cowell & Hubbard Co., Cleveland
Chas. S. Stifft Co. Inc., Little Rock
Spaulding & Co., Chicago
J. B. Hudson Co., Minneapolis
Friedlander & Sons, Seattle
Gump's, San Francisco

PAUL WILKENS, INC.
2400 Harriet Avenue South,
Minneapolis 5, Minnesota
Sole importer and distributor

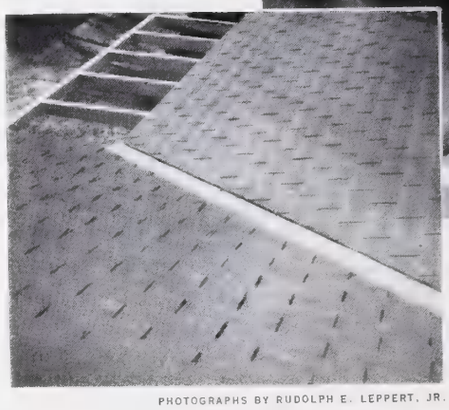
■ Roof begins with Douglas Fir Plywood base. Then workmen put down underlayment of Careyseal felt. Nailed top and bottom, felt is also sealed along eave lines with asphalt.



■ On top of felt, carpenters laid "Fire-Chex" shingles (below right). Upper edge of each row of shingles is "mopped down" in asphalt.



● Finished roof (below) of gray-black Fire-Chex shingles has good texture and surface. Roof has excellent fire-resistance.



SLOPING ROOFS ARE SHINGLED

PHOTOGRAPHS BY RUDOLPH E. LEPPERT, JR.

A COMFORTABLE WEATHER-WISE ROOF

SEE PAGE 142

A good roof should be four things—weatherproof, fire-resistant, comfortable to live under, and good to look at. If the Pace-Setter roofs meet all four requirements, it's because we bore them in mind from the start.

Take the problem of weather: American climates—Westchester's included—are notoriously hard on roofs. Intense summer sun heats them up to 150°F. and over, while the alternate freezing-and-thawing of winter gives them a merciless beating in winter.

The Pace-Setter has two types of roofs and two kinds of surfacing—shingled gables over the main house, built-up gravel-topped decks over porch and garage. On the gables, we used "Fire-Chex" strip shingles. Composed of asbestos and bitumen on a felt base, Fire-Chex were underlayed with Careyseal felt. In laying them, top edge was "mopped down" with asphalt. While not necessary on roofs of normal slope, this was deemed advisable on shallow Pace-Setter roofs to prevent water backing up [illegible] shingles and then freezing—miliar problem in northern U

Porch and garage roofs a[re] built-up type. Here plywood s[ub]ing got five successive lay[ers] hot asphalt and Careyseal. This sandwich was given a mopping of asphalt, and was raked on (facing page)

Such roofs will prove w[ea]proof and maintenance-fre[e] years. They are fire-resistan[t] high degree—in fact, the Chex shingle has a Class-protective rating without layment, a rating which the facturer says is highest in th

But a roof can be long-liv[ed] fire-proof and still not b[e] fortable. This is largely a q[ues]of the way the roof as a w[hole] designed. All Pace-Setter have an air-wash immediat[ely] *low* the plywood sheathi[ng] *above* the insulation. This s[pace] open in summer to carry plus heat, but sealed in w[inter] conserve it. (See page 195

PHOTOGRAPHS BY RUDOLPH E. LEPPERT, JR.

ILT-UP SURFACING FOR FLAT ROOFS





■ Deck roofs over porch and garage are built up of five successive layers of Careyseal felt and hot asphalt (above). Here sheathing is fir plywood.



● Topmost layer of felt is "mopped down" with hot asphalt (above, left). This five-ply roof is tough and trouble-free.

■ Final step in built-up roof is gravel dressing, spread over hot asphalt. Instead of gravel, you can substitute marble chips.

SENECA CRYSTAL

AMERICAN CRAFTSMANSHIP AT ITS BEST!

"Elegance"

The exquisite beauty of this lovely hand-cut crystal pattern, will surely lend elegance to the Bride's table.

Illustrated circular and name of dealer nearest you upon request.



SENECA GLASS CO. MORGANTOWN, WEST VIRGINIA

Variety

FOR "SPICE" ROOM DECORATION

(humbnail sketch for successful decorating)



ne of the fundamental rules in d room planning is unity—ele- ts that blend in character, ma- l, color and proportion. But in y lies also the danger of monot- , so a bit of *variety* must be intro- d . . . to add "spice", maintain n interest.

his touch of variety has been eved in the new Sieling Modern p shown here. The natural cane panels and lustrous hand-rubbed h make a delightful texture con- t. Add your favorite color in ing tones—with a secondary r if you like—and you'll have a tifully appointed room to de- you for years.

SIELING MODERN No. 144 BEDROOM GROUP—designed for maximum beauty and usefulness with generous storage space. Dresser has two drawer trays and a pull-out shelf for cosmetics. Reversible cane and leather door panels and full-width wood drawer pulls are smart, distinctive.
In blond, grey or cordovan mahogany.

See *SIELING MODERN* at better furniture and department stores.

Designed by Randolph Mohlhenrich



For folder of Sieling Modern bedroom groups and decorating hints, send 10c to SIELING FURNITURE CO., RAILROAD 1, PA.

GRACIOUSLY, SPACIOUSLY YOURS

SIELING MODERN



CONTEMPORARY

Elegance For the Living Room, Dining Room and Bedroom. Designs by Paul T. Frankl. Available at fine stores and accredited decorators.

Send 35c for beautiful brochure of designs by Paul T. Frankl

JOHNSON FURNITURE COMPANY

GRAND RAPIDS, MICHIGAN

AND JOHN STUART BUILDING, FOURTH AVENUE AT 32ND STREET, NEW YORK

KNAPP K-M MONARCH

AUTOMATIC ELECTRIC

Corn Popper

No other popper makes popcorn so light, so fluffy, so tasty!

And here's the secret:

Only K-M has the "recessed reservoir."



Get the K-M Corn Popper with free measuring cup and Mazola Oil.

Only $9.95

at your K-M dealer's.

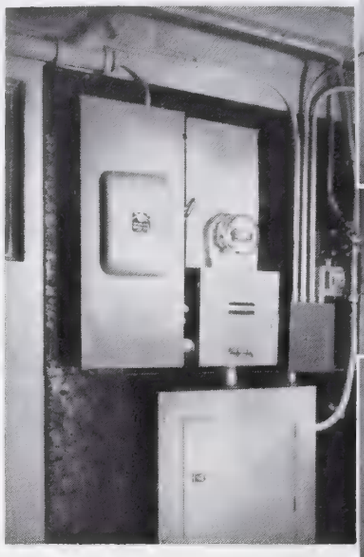
KNAPP K-M MONARCH

ST. LOUIS 16, MO.

BETTER PRODUCTS FOR BETTER LIVING

Pace-Setter's Wiring Is Up-to-Date

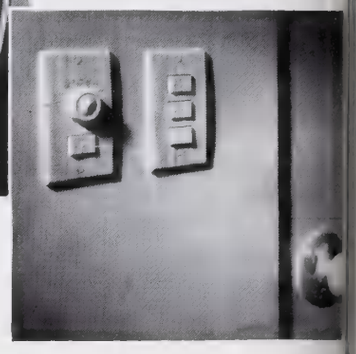
(CONTINUED FROM PAGE 128)



• Distribution panel in basement is sized to handle greatly increased electrical load required by labor-saving, comfort-making appliances.



• Dials on master switches in ma bedroom (above) or beside fro door (below) permit control any or all important lights in hous



• Touch bars (right, above) replo old-fashioned buttons in new swit plates for General Electric's Remo Control wiring system. Plate here painted to match plywood wal

With the rapid spread of comfort-making and labor-saving appliances — nearly all of them electrically powered or actuated— the electrical load of the house has grown by leaps and bounds. Yet often (perhaps because no one ever sees it) the electrical distribution system is not stepped up to handle the increased loads. This is not the case in the 1951 Pace-Setter. The wiring system is engineered to handle all present and future loads, from the distribution panel (left, above) right through to the doorbell.

Parallel with this increase in electrical appliances has come a demand for more complex controls. You want to be able to turn lights on before you as you move through the house or to turn on garage or yard lights from your bedside. While this "multi-point" control has been possible all along, it has been complicated and expensive.

Here the Pace-Setter electrical system, by using a new Remote Control Wiring System, reduces the amount of bulky armored cable or conduit required.

For with Remote Control, the full 125-volt house current never goes through the switch at all. Instead, small harmless 24-volt wiring carries the "message" from the switch to a relay at the fixture. It is the relay which "turns o juice." This 24-volt wiring is flexible and can safely be fas in place with a stapler. An ture can be easily connecte any number of switches.

By using the Remote C Wiring in the Pace-Setter, m control "stations" like those are possible. From station master bedroom and beside door you can "dial" on or o important lights in house, ga or grounds. Switch plates silent touch bars (right, al instead of old-fashioned bu

Good lighting for any s task, of course, remains the cipal function of any wiring tem. Illumination of the Pace-S is based on this concept. you will find that in those are fixed usage—kitchen, laundry ing room and halls—light so are built in. In other areas, v varying activities demand fl lighting arrangements, illumin is largely by portable lamps.

Basic built-in light fixtu recessed ceiling unit (show page 121). Balance lightin kitchen and study (pages 12 133), and cove lighting in d room (page 125) were custom on the job. Strip lighting here sists of Lumiline lamps ph into Wiremold's metal race-

FIRST NATIONAL FOOD BANK





Food costs money. Life depends on food. And just as there is a bank for your money, there is a bank for your food . . . the Deepfreeze Home Freezer, the world's *first* home freezer. Deposits and withdrawals are *limitless*, *timeless* and *inexpensive* for owners of a Deepfreeze Home Freezer food bank. It's the safest bank in the world, because freshness, flavor and nutrition are quick frozen for long storage. • Interest and dividends are astonishing for the food bankers who buy food in quantity when quality and price are right, when the time and weather for shopping are best. • You always keep banker's hours with a Deepfreeze Home Freezer. Serve meals in minutes to family or guests. Prepare and freeze many meals in the time it takes for one. Serve *any* food *any* time. Frozen foods know no season. • Your Deepfreeze Appliance dealer wants to tell you a great deal more about food banking. See him as soon as possible, and see for *yourself* how a Deepfreeze Home Freezer pays for itself with the money it saves!

Go Buy The Name... **Deepfreeze**
TRADE-MARK REG. U. S. PAT. OFF.

© 1951, Deepfreeze Appliance Division, Motor Products Corporation

HOME FREEZERS

OME FREEZERS REFRIGERATORS ELECTRIC RANGES ELECTRIC WATER HEATERS

All Products of the Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois



AWARDED



FASHION ACADEMY GOLD MEDAL FOR EXCELLENCE OF DESIGN

Breathtaking Beauty...Everlasting Endurance...

Yours . . . breathtaking beauty that never fades . . . yours in luxurious Lustertone Stainless Steel for your kitchen sink and work surfaces. The silvery satin of Lustertone's pure stainless steel can't chip, flake or wear through—seamless for absolute sanitation, soundproofed to subdue clatter, resilient for gentlest treatment of fine crystal and china. Here is the sink you need *never* scour or bleach . . . the surface that softly reflects its surroundings to become the charming complement to your special color harmony. Yes, here is the sink you must *see to believe* . . . styled for you in economical standard sizes, or custom-made to your requirements. *Your choice of ELKAY LUSTERTONE is a long-term investment in glory for your home.* Won't you write us today for details.

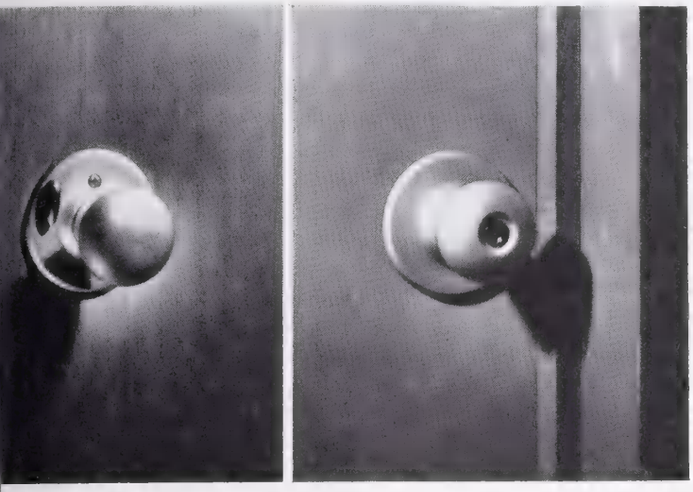
If your dealer can't supply your needs promptly, please be patient. Remember, Lustertone Stainless Steel is an enduring alloy vital to national defense—something well worth waiting for.

ELKAY MANUFACTURING COMPANY • 1876 SOUTH 54th AVENUE • CHICAGO 50

The World's Oldest Manufacturer of Stainless Steel Sinks . . . since 1920

GOOD HARDWARE MEANS TROUBLE-FREE DOORS

CONTINUED FROM PAGE 139



■ Good to look at, easy in the hand, and safe as a bank vault, these locks and knobs by Sargent grace all doors in the Pace-Setter. Inside doors (left) match key-in-the-knob locks on front and rear doors (right).



• Pace-Setter doors open easily and close securely, thanks to such items of hardware as Sargent's flush bolts on the terrace doors (left) and Stanley's sliding-door hardware on all sliding closet doors (right).

GARDEN BOOKS WORTH READING

CONTINUED FROM PAGE 217

nt Doctor, by Cynthia West- B. Lippincott Co., Phila- , 1950. 231 pp.

ia Westcott, whose profes- designation is "The Plant " has probably observed nbated pests and diseases reater number of gardens vider area than anyone else country or any other. Ever years ago, when she estab- herself in New Jersey as a ng physician for gardens. been pioneering in one another. Her book, *The Doctor*, which came out in as the first of its kind. The lition, now ready for 1951 rs, is still a pioneering project, for it is completely re-written (within the old frame), brought up to date with careful consideration of the new sprays and dusts and methods of treating ailing plants, and expanded with special chapters for the Middle West, Southeast, Southwest, and California. There is also a new 60-page "Alphabetical Miscellany" which will readily answer many of the gardener's questions. The body of the book, written for the Northeastern States, has week-by-week suggestions for anticipating and avoiding trouble, for recognizing and controlling pests and diseases. —Carol H. Woodward

(*Continued on next page*)

SELECT-A-RANGE COOKING

...With America's Most Talked About Range







Modern—More than 25 arrangements from which to choose, to fit you and your kitchen.

Convenient—no stooping, no bending . . . "Convenience-Level" oven at the exact height you select.

Fast—Monotube units heat up in seconds to any one of 7 heats.



Choose the Select-a-Range that fits you best. Over 25 variations from 3 basic units. "Built-in" arrangements. More storage space. Priced for every purse and purpose. See it now at your Universal dealer's.



Beauty Winner—Society of Motion Picture Art Directors 1951 Award given to Select-a-Range for outstanding beauty and design.

Copyright, 1951, LF&C

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

WILL & BAUMER
Taperlite
REG. U.S. PAT. OFF. Candles

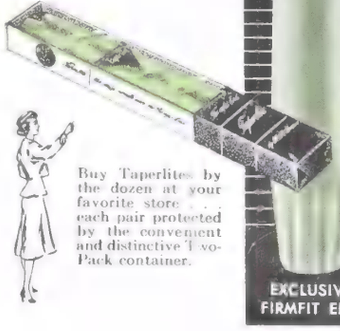


Introduction to Social Poise

Give your children the right roots to grow on. Let them absorb the grace of tasteful, relaxed living from their earliest experiences and memories.

Taperlites on the table . . . even for the simplest family meals ...help to set the scene and shape the outlook. They encourage the civilized habit of leisurely dining, develop the arts of conversation and easy, polite manners. Above all, they help to give growing children social poise . . . free them from self-consciousness, awkwardness and unnatural restraint.

Taperlites are exquisitely beautiful hand-dipped candles . . . in three graceful sizes and a variety of lovely colors suited to any room or table scheme.



Buy Taperlites by the dozen at your favorite store . . . each pair protected by the convenient and distinctive Two-Pack container.

EXCLUSIVE FIRMFIT END

GARDEN BOOKS

CONTINUED FROM PRECEDING PAGE

Surgery with a Spade by A. Z. Godunov. John J. Morrison & Sons. Lynchburg, Va. 1949. $1.

Did your Blue spruce grimace and groan when you transplanted it? Then it belongs to the back-fence gossip fest of trees who feel they've been mis-transplanted. That's the theme of *Surgery with a Spade*, a book that's provocative only to the depth of its red, white, and green jacket, like an empty Lorelei, luring the reader nowhere. What impelled the author to fashion this bit of fluff? Undoubtedly, in a capricious moment, armed with a sufficient knowledge of tree transplantation, a juvenile sense of mirth, plus a hungry leaning on bold type "came a book." A youngster might enjoy it from this point of view, "Look, Ma, the trees are talking!" This attempt at humor in the most engrossing task of transplanting a tree properly is sad. If you want gurgling humor, the Sunday comic strip is more rewarding. The heavy sprinkling of bold print to denote important facts bears close analogy to a ball peen hammer leveled at one's scalp. So, if the author's purpose was amusement, let us say, "amusing who?" If his purpose was instruction, then a child might find the bitter pill labeled, "Proper Procedure for Transplanting Tree," pleasant to take in *Surgery with a Spade* despite its obvious unfitness for adult gardeners.—K. G.

Garden Guide By Months For The Midwest by Stanley McLane. Frank Glenn Publ. Co., Kansas City, Mo., 1950. 380 pp.

It is good to have a gardening book come out of the Midwest, instead of from the region of New York City, where so many writers live, for while the principles of gardening are universal, the conditions of soil, climate, and moisture, the architecture and the way of life vary so greatly in different regions that a truly practical gardening guide needs to be somewhat localized.

Mr. McLane has produced a book that is especially useful for gardeners in Nebraska, Iowa, Illinois, Missouri, Kansas, Oklahoma, and Arkansas. The endpapers show maps with frost dates for each section of the region, the average rainfall, and the length of growing season.

It is easy to find your way through the text by the paragraph numbers, which are duplicated at the bottom of each page. The margins and well-spaced type the book an inviting appear Its style is agreeably straigh ward.

The author does not overloo pleasure of knowing the wild ers and of encouraging bir frequent the garden. He repri fruit spraying program from State University, and gives venient tables of proportions t in mixing sprays. He provic good section on plant pests, mentions newly introduced c icals for gardeners, but doe give sufficient warning about thion, which may be deadly gets out of control.

There is a regrettable car ness in names throughout the such as Regal for Regel's p *Dictamnus ruba* for *rubra*, Ar sia for Artemisia. *Eupatoriun lestinum* for *coelestinum*, Spri ferns for *Asparagus Sprengeri Celtis Missippiensis* for *miss piensis*—a name which has subsequently superseded by *laevigata*.

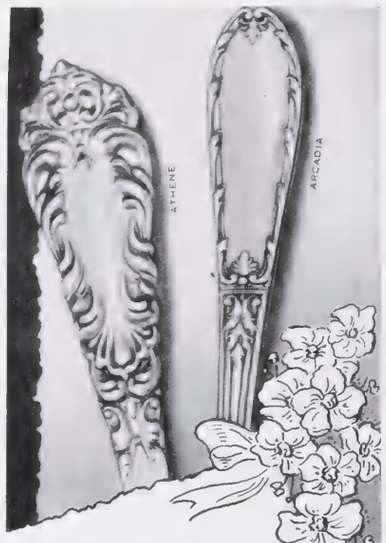
In fact, the author has ove capital letters on the specific l ical names. It is not difficul any landscape architect, garc or writer to find the acc names for plants. To use and them correctly gives any b greater air of authority.—C. I

How Does Your Garden Gro Albert Wilson. Albert Wilson lisher, Menlo Park, Calif., 297 pp.

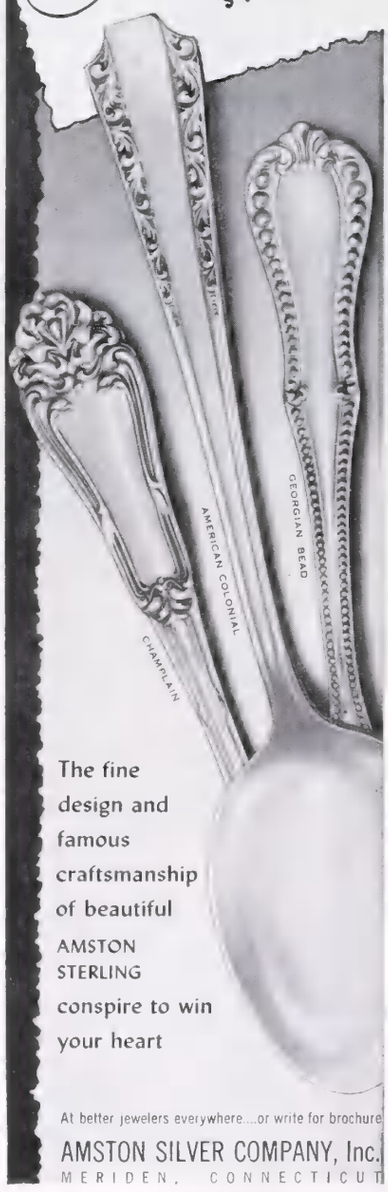
To squeeze a year of S morning radio scripts, appa unedited, into 300 pages has crowding the lines and leavin half-inch margins right and with scarcely a single subhea relief or clarity. There is not a heading for the feature of chapter. "The Opportune which, the author-publisher lecturer informs us, "has b famous."

I say "apparently unedited only because of the conversa tone ("Now lawns, what are for?" "Now the oleander. does it look like?"), but al cause of such lines as, "Now we have Mr. Domoto here studio. . . ." and "Today we a questions."

One disadvantage of an au becoming his own publisher he is likely to overlook the for someone else to edit w has written. There is no excu a man who calls himself a b and who boasts of "two degrees and a teachers certi (without the apostrophe), to



IT'S ALWAYS
Love at first sight
Amston
STERLING



The fine design and famous craftsmanship of beautiful AMSTON STERLING conspire to win your heart

At better jewelers everywhere....or write for brochure
AMSTON SILVER COMPANY, Inc.
MERIDEN, CONNECTICUT

Rose of Sharon: "This is
r kind of hibiscus called
y althea, botanically."
ıy names are carelessly mis-
l, and there is little con-
y or correctness in his use
ital and small letters in both
ın and botanical names.
over the air, such faults are
scernible: in print, they de-
rom the value of a book.
have no quarrel with Mr.
's directions for gardening
lifornia. Undoubtedly, they
ıd. Sydney B. Mitchell, Hon-
President of the California
ultural Society, would not
ut his name to even a brief
e if they were not. But we
agree with the author when,
affet accompanying the book,
es: "My book . . . is usable
r the United States because
e advice rests entirely on the
les of gardening. The ideas
my book are workable in
onth or the next." Which
would New Englanders
for starting the annuals that
ommends sowing in July for
ear's bloom?—C. H. W.

o Grow Vegetables by L. C.
& H. B. Logan. Duell,
& Pearce. New York. 1951.

How long does it take carrot seeds to sprout? Which vegetables are good sources of vitamin C? How late in the season can sweet corn be planted in North Dakota? In Tennessee? How often should onions be fertilized? Why can't green peas be successfully grown in summertime? Is asparagus really difficult to grow? How much New Zealand spinach will supply a family of four? Is broccoli better frozen or canned? How can zucchini be cooked to make it tasty? How far apart should pepper plants be set? What can be done to keep beetles off the beans?

The answers to these and many other questions about vegetables of fifty kinds and half-a-dozen berries are readily found in Cosper and Logan's *How To Grow Vegetables.*

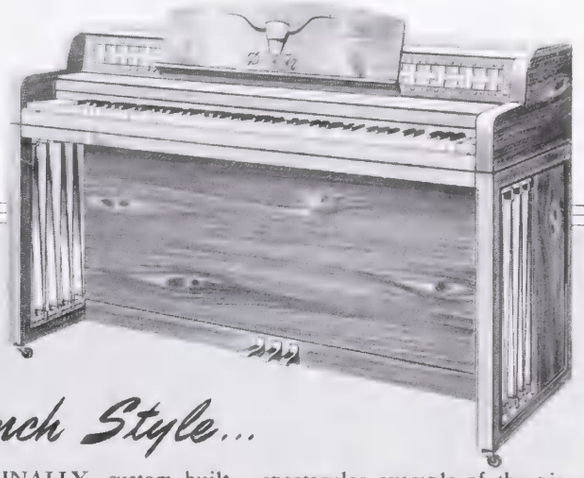
The book is written with a jaunty air which makes the growing of vegetables practically irresistible. Directions are clear and concise for the culture of each kind. With 20 minutes a day, it is pointed out, after the soil has been prepared, anyone ought to be able to have enough fresh vegetables to supply a family of four.

The authors have missed a point

(*Continued on page* 241)

Story & Clark

INSTRUMENTS OF QUALITY—
BY ONE FAMILY, SINCE 1857



Ranch Style...

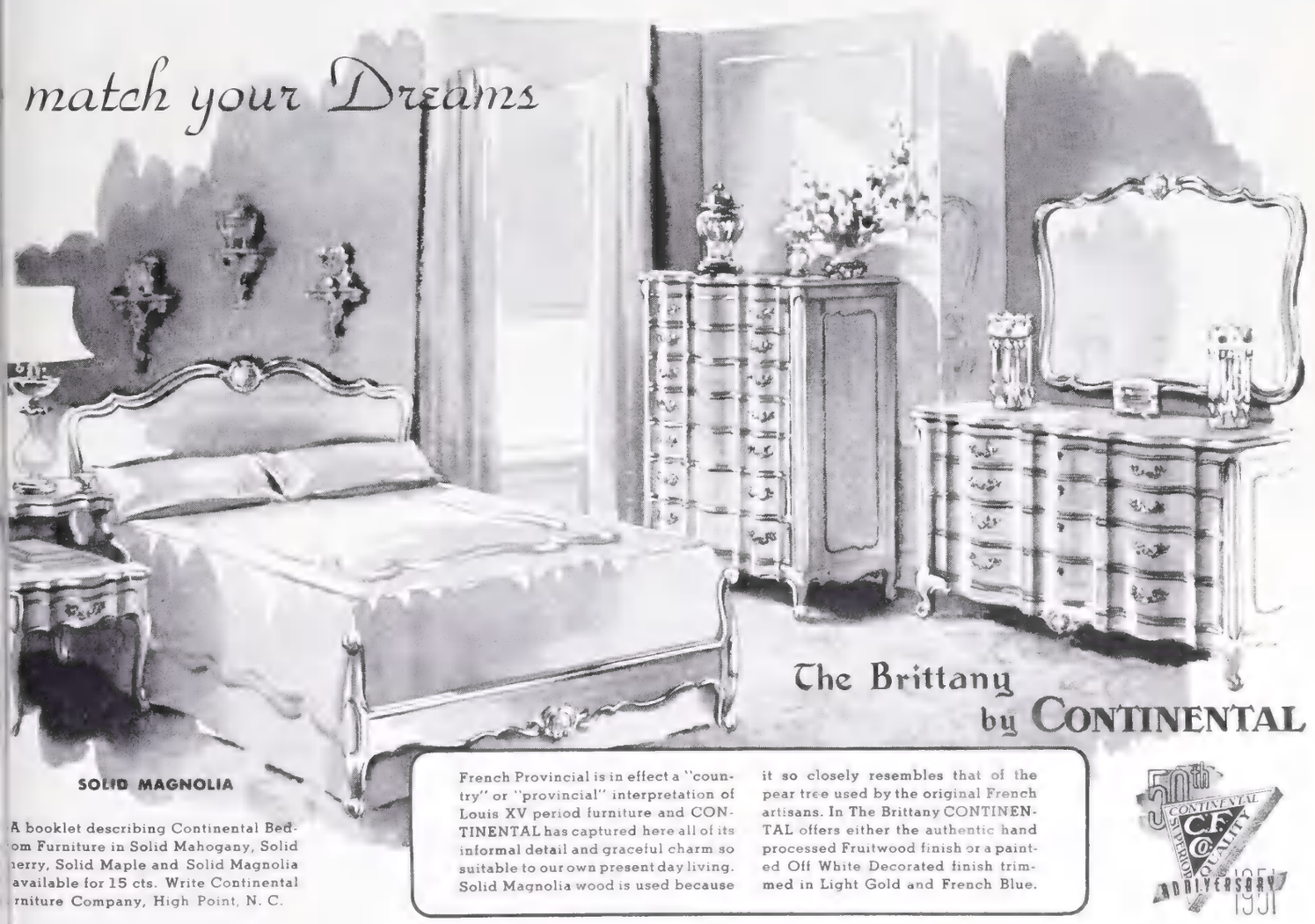
ORIGINALLY custom-built for one of the most luxurious ranch-houses in the Southwest, this new Story & Clark Ranch Style Spinet has overnight become a *sensation* from New England to California. Its case is of genuine knotty pine embellished with heavy cowhide straps. The music panel is available either with or without a hand-carved steer's head and real ranch brands on either side, as illustrated.

Yes, the Ranch Style Spinet is a spectacular example of the pioneering versatility of this 94-year-old company. Built by our family's *third generation*, it combines matchless old-time workmanship with many new-day innovations found only in Story & Clark pianos.

See the Style R and other* Story & Clark masterpieces, at your leading music dealer's. They are *The Most Beautiful Pianos In The World.* Story & Clark Piano Company, 64 East Jackson Boulevard, Chicago.

*Georgian, Early American, Contemporary, French Provincial, Modern, Etc.

match your Dreams



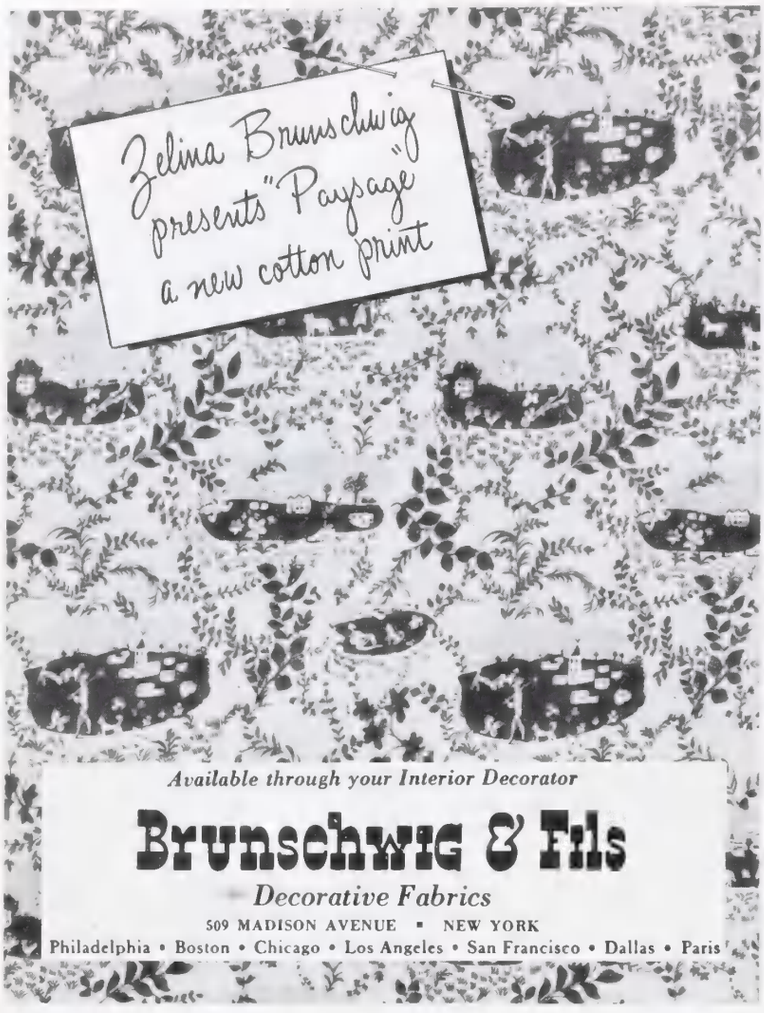
The Brittany
by CONTINENTAL

SOLID MAGNOLIA

French Provincial is in effect a "country" or "provincial" interpretation of Louis XV period furniture and CONTINENTAL has captured here all of its informal detail and graceful charm so suitable to our own present day living. Solid Magnolia wood is used because it so closely resembles that of the pear tree used by the original French artisans. In The Brittany CONTINENTAL offers either the authentic hand processed Fruitwood finish or a painted Off White Decorated finish trimmed in Light Gold and French Blue.

A booklet describing Continental Bedom Furniture in Solid Mahogany, Solid erry, Solid Maple and Solid Magnolia available for 15 cts. Write Continental rniture Company, High Point, N. C.

50th ANNIVERSARY 1951



Available through your Interior Decorator

Brunschwig & Fils

Decorative Fabrics

509 MADISON AVENUE ▪ NEW YORK

Philadelphia • Boston • Chicago • Los Angeles • San Francisco • Dallas • Paris



● This porch is designed for comfort during midsummer —tree-shaded, screened, and properly oriented to catch the prevailing southwest breezes. Its wide overhang cuts out sky glare—you look out upon lawn and an overhead leaf canopy.



● Screened vents top and bottom on the west and north sides of this porch are important. They encourage a free flow of air by permitting true cross ventilation. Their position does not lessen privacy from driveway or street.

PLANNED FOR CLIMATE CONTROL AND PRIVACY

CONTINUED FROM PAGE 136

This left the whole side of the lot for outdoor living. Some privacy was insured by two natural assets, a hedgerow of trees on the east property line and a natural slope rising to the south, terminated by two big apple trees. But the view to and from the street on the southwest was completely open. So the first move was to get a protective screen here for privacy. Plants would have done the job, and we had ample space to allot the necessary 15-foot strip for them but decided upon "Careystone" fence instead to carry the front line of the house from lotline to lotline. This gives a sweep to the house (pages 136-7). However, since the prevailing cool breezes of summer also come from the southwest, special provisions had to be made to insure that they could blow freely across the porch (photographs above).

Other liabilities of the site, and their solutions, were these:

1. The land sloped steeply (12%) to the north. There wasn't a level place on it. Skillful work with bulldozer corrected this (deta on page 244) and also impro the drainage. Previously sev washing followed each rainsto once the natural protective grou cover of grasses was disturbed.

2. The row of old evergreen tr on the street side provided sh from afternoon sun and a meas of privacy, and thus were an as but they dictated that the ho must be located 100 feet from street. This immediately remo one-third of the land area fr possible use as family outdoor ing space. By removing only of the trees—both crowded undersize—we were able to bu a circular driveway, mentio earlier. True, it was expen (about $2,000), but there will no maintenance cost. Consider annual upkeep of a big lawn fr the common solution for handl a big set-back. Look, too, at ease of access for both ow and their guests.

(Continued on next page)

No matter how you keep your silver



"Lily of the Valley" sterling by Gorham

Only **PACIFIC** *Silver Cloth prevents tarnish*

. . . keeps silverplate and sterling bright as new always

Throw away your polishing cloths and abrasives that wear off silver. Silver stays bright *without* polishing when you cover it with Pacific Silver Cloth. This amazing cloth filters tarnish out of the air . . . never needs to be replaced!

Look for the Pacific label and its distinctive mahogany color so flattering to silver. Recommended by leading silversmiths.

Available in . . .
Chests • Rolls • Bags
Wraps • Yard Goods.
In leading jewelry and department stores.
Write for booklet and name of nearest dealer to PACIFIC MILLS, Dept. KK5, 1407 Broadway, New York 18, N. Y.

It's **PACIFIC** *Silver Cloth*

Made by Pacific Mills . . . Weavers of fine cottons, rayons, woolens, worsteds

udson Avenue is exceptionally
ow, so it cannot be counted
s parking space for guests.
fact also helped determine the
of the front yard for guest
ing. The solution is a happy
Guests now can unload at the
door and park only a few
lrops away.

o save as much of the lot as
ble for outdoor living, the
e was pushed northward until
a 20-foot width separated it
the garage. This cramped the
dry yard—not in actual clothes-
space but in breezes. So we
the yard gateless (baffle en-
e shown on page 243) and
a visual stop at its east end.
ot a breeze-stopper. The whole
e yard is paved (page 136)
afe, dry footing all year.

loor of porch is 20 inches be-
original grade, so the maple
cherry close to porch had to
moved or the grade immedi-
around them retained. We chose to do the latter. This in turn set the height of the retaining wall, which became a seat-wall (page 246). The location of the cherry necessitated a jog in the wall, and this worked into a fine design line in the hands of designer Thomas Church.

6. Garage is atop a five-foot fill at its north edge. This steep bank was useless space, so it was planted to a sturdy groundcover (Japanese honeysuckle) that will require no future upkeep. The fence north and west of the garage hides the bank completely (page 236).

7. The west wall of the master bedroom presented a big windowless area (windows would have heated this room too much). Traditional evergreen planting would have been uninspired. Instead, nurseryman Taylor found an old espaliered apple tree (page 155). Now, the once blank wall is an especially attractive part of the

(*Continued on next page*)





Another charming piece from our Unité French Provincial group is this attractive night stand. Available in fruitwood with antique walnut finish, or in muted pastel colors with floral decorations. At better furniture and department stores. Send three-cent stamp to Dept. B. for booklet.

UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

PICK PIPER FOR PLEASURE!



Perfection in Champagne since 1785

BLUE CHIPS OF RENFIELD

PER-HEIDSIECK

RENFIELD IMPORTERS LTD. • NEW YORK

marble | window stools



Marble is the most practical and economical of all materials for window stools. It is easily maintained, and affords great savings year after year by eliminating the costly redecoration and refinishing needed by other materials.

Literature available. Write today to:

MARBLE MIA INSTITUTE OF AMERICA, INC.

108 FORSTER AVENUE MOUNT VERNON, NEW YORK







● You can make it from house to car in any weather, thanks to these "Barcol" overhead garage doors under their three-foot eaves. Doors may be manually operated or "radio-controlled" from cars.

PLANNED FOR CLIMATE CONTROL AND PRIVACY

CONTINUED FROM PRECEDING PAGE

garden living room (page 155). Such pruning, incidentally, calls for the utmost skill. Designer Church insisted, rightly, that only the landscape architect must touch these trees. His skillful use of pruning equipment has created fine art pieces from the once abandoned, overgrown trees.

8. Grading operations uncovered a huge boulder too big to move. Today this is a prominent point in the distant view from the garden living room, a natural companion for a choice piece of garden sculpture. In front of it we have planted a drift of 200 Holland tulips for a scarlet show of color in

9. An unexpected problem a concerning the city water su Local regulations call for an u ground meter box at the street inside the property line if house is more than 75 feet the water main in the street we had to build a pit—and try to hide it with planting. T you will see this planting bet the street and the parking It consists of mountain laurel rhododendrons, plus a profusi Holland tulips and daffodil colorful sight in spring for who drive by.



■ A covered, tiled walk gives all-weather connection between front door and garage. See how this provides protected loading space for two or three cars simultaneously during bad weather.



W BRUNSWICK
Canada



GHWAYS OF ADVENTURE
D TO:
Unspoiled Playlands

is a land of legend and gay resort
here broad, friendly highways wind
gh 28,000 square miles of un-
ed vacation paradise. Comfortable
nmodations combine with every
ion facility to make your holiday
morable Maritime adventure.

redible natural phenomena make
eart beat faster at every turn . . .
ife lurks in cool green forests be-
white water where game fish sport
friendly hospitality waits for you
where.

acular Scenes in Unspoiled Surroundings
nd Covered Bridge — Reversing Falls
Vells in the Rocks — Magnetic Falls

NO PASSPORT REQUIRED
for NEW BRUNSWICK,
CANADA

For full information about a real Maritime welcome and vacation suggestions, write:
The Director, Dept. H.B. 151,
New Brunswick Government
Bureau of Information,
Fredericton, N.B., Canada.

veryone prefers a V-M tri-o-matic*



Add Music
to your summer fun
with a
tri-o-matic PHONOGRAPH

s automatically all records, all
zes, all speeds—and shuts off after
record plays. Simple, one-knob
ontrol . . . superb amplifying
m . . . plugs into any AC out-
t . . . ask for a demonstration at
radio-record dealers. Mf'd
V-M Corporation, Benton
or, Michigan.

UL

e "phono" in most top-brand
dio-TV-phono combinations

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 104

or one of its nine fishing lakes, and don't miss this hotel's fine collection of provincial Canadian antiques. You'll also have ample time for individual sightseeing at Chicoutimi, your terminal stop on the Saguenay. All this, plus a program of shipboard entertainment under the direction of wise Captain Carl Bodensek, nicely calculated to guarantee that each will have the most fun possible, according to his own tastes.

Sweet Shenandoah!

On the map the Shenandoah is a river in northern Virginia. On a trip, it's still a river. But it's also that river's verdant valley, plus at least that part of the bordering Blue Ridge Mountains set aside as the Shenandoah National Park—between them affording, within an unusually compact area, a late spring driving trip of unusual variety.

You can take it low, following the Valley Pike, U.S. 11, from Winchester south. The Pike is a much-traveled highway, but in early May it is bordered with flowering shrubs, back-dropped by stark Massanutten Mountain and the misty Blue Ridge beyond on the east, the more distant Alleghenies on the west. The road is often intimate with the shining river itself, and leads not only to a string of historically important towns—New Market, Staunton—but to a number of Virginia's caves.

Or you can drive the road high, following Skyline Drive atop the Blue Ridge the entire 125-mile length of Shenandoah National Park, from Front Royal at the north end to Rockfish Gap at the south. Here turn east for Charlottesville, west for Staunton, or continue south on the Blue Ridge Parkway.

Or you can do both, and more, fitting your route to the season and your interests. For, though early May finds Winchester afloat in apple blossoms, and Charlottesville surrounded by pink peach blow, the Skyline Drive is still wintry, except for token groupings of redbud and dogwood. Late May and June bring an avalanche of mountain laurel and rhododendron to Blue Ridge slopes, but by then the valley below has had its spectacular spring bloom and is settling down to the business of farming.

(Continued on next page)



Onslow Urn

FOR DISTINCTIVE ELEGANCE

Onslow

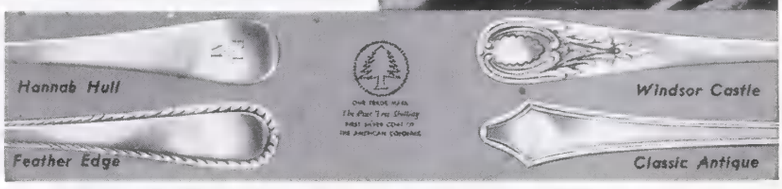
The stately charm of the Georgian era is captured in this distinctive pattern by Tuttle. Because of its exceptional weight, careful hand craftsmanship and its exclusive platinum-toned finish, discriminating stores rank Tuttle's *Onslow* first in fine table sterling. Equally gracious are colonial *Hannah Hull*, hand cut *Feather Edge* and charming *Classic Antique*. Tuttle hollow ware is superbly crafted, too.

TUTTLE Sterling
SILVER CO., Inc.
ATTLEBORO · MASSACHUSETTS

H7
DATE MARK

Write Dept. C for pattern booklets





To homemakers with butterfingers and budgets. There's many a slip 'twixt the cup and the lip—and the saucer and plate, too. But you won't have to worry about breaking dishes with this lovely, modern dinnerware!

It's molded of durable MELMAC. Brookpark is truly the economical dinnerware.

BROOKPARK
Modern design for dining

16-piece starter sets and open stock.

Beautiful decorator colors—*chartreuse, burgundy, emerald green and pearl gray.*

At fine stores everywhere.
Write today for descriptive folder. Dept. HB2.



international molded plastics, cleveland 9, Ohio



Westmoreland's Handmade Hobnail Crystal

"English Hobnail," a long time favorite, is scintillating handmade crystal in the best Westmoreland tradition.

This sparkling pattern is available, as open stock, in a complete luncheon or dinner service, and in many unusual gift pieces and sets so suitable for those special occasions.

GET INFORMATIVE BOOKLET
Informal Table Settings
Send twenty-five cents in coin for your copy



WESTMORELAND GLASS COMPANY
GRAPEVILLE, PENNSYLVANIA



HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

At any time, some of the lovelier views and lusher bloomings are along less crowded highways like Route 12, midway between low 11 and high Skyline. Or drive Skyline as far as Panorama, then turn west to wind your way gracefully down to Luray, on 12; or turn west from Skyline at Swift Run for a scenic descent to Ruckersville. From here Route 29 is a charming and colorful approach to Charlottesville.

Since distances are so short, you can take your pick of the area's better accommodations and arrive with reservations in hand, always a good idea in blossom time. Within the Park itself is stone-and-timber Big Meadows Lodge, perched like a Swiss chalet for a superb valley view. (Write Virginia Sky-Line Company, Luray, to make sure it is open when you go.

Within the Valley is Luray's impressive hilltop hotel, Mimslyn. Greatest number of the best, however, skirt the Valley: the George Washington at Winchester; the Skyline Motor Court at Front Royal; the Ingleside and Stonewall Jackson hotels at Staunton; and at Charlottesville, the familiar old Monticello, Ivy Inn, and the Jefferson Inn, just opened. For more information about these, and the area, write to the Virginia State Chamber of Commerce, Richmond 19, Virginia.

There's something about Salzburg

Whether Mozart is your real reason or just an excuse to visit Salzburg, Austria, during its annual Festival—July 27 to August 31 this year—makes little difference. You could be tone deaf, and Salzburg during Festival would still be a treat. For this is one of Europe's personality cities. It has great age, and clings to traditions a thousand years old to prove it. It has great beauty, an inspired synthesis in gray stone of all the periods in European architecture, from Romanesque to Modern. In addition, it has an inextinguishable zest for dressing up, a flair for theater, and a sophistication which permits it to laugh, not only at you, but at itself. The combination is good any time, of course. But during the Festival it is most pronounced, most easily absorbed, and most likely to absorb you. This year's program will as usual



FOR A VACATION THAT IS
DIFFERENT...

Beautiful, unspoiled mountains, lak and valleys, picturesque villages and towns, the mighty St. Lawrence, metropolitan Montréal, old-wor Québec City, world-famed shrines. Enjoy French-Canadian hospitality comfortable modern inns and hotels.

LA PROVINCE DE
Québec

For help planning your Québec vacat write for free maps and booklets to: Provincial Publicity Bureau, Parlian Bldgs., Québec City, Canada or: 48 Ro feller Plaza, New York 20, N. Y.



PIANO TUNIN
Approved Service

Professional skill costs nothing extra. the best in tuning and repair service your classified phone directory for A.S.I members. Indorsed by piano manufactur

Send 3¢ stamp for pamphlets "Piano Care" and "Moth Prevention" to Libr

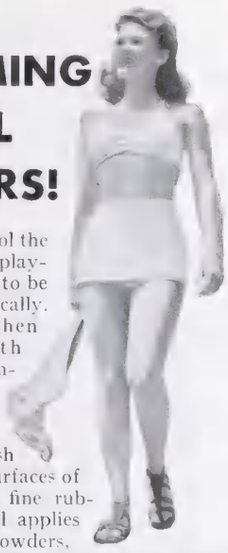
American Society of Piano Technici
1022 W. Garfield Ave. Milwaukee 5, W

for... ...Y
MAGIKIST
the SWEETEST JOB in RUG CLEANING
ASK YOUR RUG CLEANER
Adv
See your phone book. Look for Kiss-print Trad
For Information Write
MAGIKIST SERVICE Inc. 5946 W. Cerc CICERO, IL

WANTED JEWEL

We buy old or broken jewelry. Highest cas prices paid immediately. Mail us gold teet watches, rings, diamonds, silverware, ey glasses, old gold, silver, platinum, et Satisfaction guaranteed or your articl returned. We are government license Write for FREE information.
ROSE SMELTING CO.
29-HB East Madison St., Chicago 2, I

PROTECT YOUR STOVE T
ARISTO-MA
INSIST ON THE GENUINE • ACCEPT NO SUB



SWIMMING POOL OWNERS!

● Make your pool the sparkling clean playpot you want it to be -easily, economically. t's possible when ou paint with AMUC—the gleamng water-reistant enamel hat gives a beauiful tile-like finish o the concrete surfaces of our pool. This fine rubber-based enamel applies asily . . . never powders, listers or flakes off. You'll marvel at the atin-smooth surfaces—so pleasant to the ouch. It discourages algae growth too.

And no need to repaint every year. Longasting RAMUC will hold its *real* color uner the strongest sun for season after eason. That's REAL economy.

AMUC is available in twelve delightfully ttractive colors.

or *complete* information on how to keep our swimming pool clean and beautiful ith minimum effort—write for "Swimming Pool Handbook." Enclose 10¢ (to over handling) and be sure to mention he dimensions of your pool.

amuc—Registered Trademark.

INERTOL CO., INC.

90 Frelinghuysen Ave. Newark 5, N.J. 27 South Park, Dept. 6 San Francisco 7, Calif.

provide concerts, opera, dramatic productions, with much Mozart throughout, and such talent as Furtwängler, Kubelik, and Stokowski. For information and advice, see your travel agent, or write Austrian State Tourist Department, 48 East 48th Street, New York 17, N. Y.

By ship or plane or both

If variety in transportation will add anything to your trip, look into the unusual number of "one way by air, the other by sea" combinations cropping up. Your travel agent or the airline or steamship company involved can, of course, set up such combinations for many places, like Hawaii, or even for crossing the continent using rail or plane one way, steamship through the Panama Canal the other. But particularly in Caribbean and South American travel, specific agreements between leading steamship and air companies enable you to exchange ship for plane and back again almost at random, without forfeiting the round-trip reduction you usually get when you use one carrier for the whole trip. These new arrangements frequently let you send heavy luggage either way or both by ship.

KLM Dutch Airlines, which has set up several such agreements throughout its vast Caribbean network, has a recent one which adds ports serviced by Alcoa Steamships. One between Canadian National Steamships and Trans-Canada Air gives you sea-air privileges from any city served by either to the Bahamas, Bermuda, Jamaica, Barbados, and Trinidad. And another between Moore McCormack Steamship Lines and Pan American, Panagra, and Braniff Air Lines opens up alluring possibilities to and around South America.

New, newer, newest

Just in case being among the first on the latest has anything to do with the pleasure you get from travel, note these innovations:

Simon and Schuster's American Travel Series, of which you may already know the volume on Florida, or the more recent one on California, has now advanced to New England. These paper-bound guides, packed with every kind of data, not only on where to go and how, but on what to eat and how much you should pay, all tested and hence dependable. $1.

(Continued on next page)



wing over 100 items of handicraft from El ador, Nicaragua, Dominican Republic, Ecuador, a, Virgin Isles, Peru, Mexico, Colombia, Jamaica, ta Rica, Bahamas, Guatemala and Haiti.

You'll find everything from Voodoo Drums and Spanish Contour Chairs to Rondors!

For your catalog send 50c in cash, stamps, heck or rabbit skins!

lers: No charge for catalog—Very attractive quantity discounts!

WRITE TODAY

Carib Trading Co.

ot. HB 1245 Lincoln Road, Miami Beach, Fla.



Preserve YOUR **BABY'S SHOES** *in China-Like Beauty*

"Porcelynized" Process—secret of the nating artists—transforms your Baby's shoes into exquisite Dresden-like treasures. individualized! Mothers delighted! An exive service—direct to you—NOT SOLD RU STORES. Write for FREE illustrated er H-2

BABY SHOE STUDIO

0 Willoughby Ave. Brooklyn 21, N. Y.

WIDDICOMB



DESIGNED BY T. H. ROBSJOHN-GIBBINGS

WIDDICOMB FURNITURE CO. GRAND RAPIDS
FOUNDER MEMBER—GRAND RAPIDS FURNITURE MAKERS GUILD

DRY SACK IMPORTED SHERRY
in all the world . . . none finer



unique in name
Remember it—ask for Dry Sack Sherry—not just dry sherry!

unique in flavor
Superbly mellow, nutty flavor. Altogether delightful—neither too dry nor sweet.

unique in wrapping
The distinctive cloth sack makes Dry Sack a perfect gift. A gift of good taste —in good taste!

unique as an apéritif
An ideal light drink before lunch. And of course, an international pre-dinner favorite.

Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*

FOR EVERY LISTENER'S TASTE

Great Music—
Great Musicianship
on
Columbia
Records



...A BRILLIANT NEW RECORDING!

Rudolph SERKIN
with the
PHILADELPHIA
Orchestra,
Eugene ORMANDY,
Conductor

Beethoven
EMPEROR
CONCERTO
No. 5 in E-Flat Major
for Piano and Orchestra



OSCAR
LEVANT
plays
GERSHWIN SECOND RHAPSODY
for Piano and Orchestra
and Variations on "I Got Rhythm"
Preludes I, II, & III
Morton Gould and His Orchestra



RICHARD
TUCKER
sings
GREAT TENOR ARIAS
Celeste Aida · Vesti la Giubba
· La Donna E Mobile · Questa
O Quella, and others

MOZART
Eine Kleine
Nachtmusik
and Symphony No. 33 in B-Flat Major
Herbert VON KARAJAN cond.
The VIENNA PHILHARMONIC Orchestra

"... the most important and moving music festival of our time ..."



BACH PRADES
FESTIVAL
PABLO CASALS,
Director
Exclusively on
10 Columbia 33⅓ rpm
Records

Selections from the world's
largest catalog
of long playing records.
COLUMBIA
RECORDS
First, Finest, Foremost in Recorded Music

"Masterworks" and LP Trade Marks
Reg. U. S. Pat. Off. Marcas Registradas

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

Hayman Island Hotel is a new luxury resort on Hayman's Island in the Great Barrier Reef off the coast of Australia—four hours by flying boat from Brisbane. Deep-sea sports in a superbly scenic setting with all the amenities.

The Holland-America Line's "Ryndam," due for Trans-Atlantic service by midsummer, a two-class liner which departs from convention by emphasizing tourist class, but uses all this line's famous know-how to glamorize it. Minimum rates, $160 one way.

Visit Haiti by Lyn Smith Mandulay. If you have used the series of authentic guides put out by the Pan American Union, and value them not only for the usual maps and basic how-to-do-it but for choice tips off the beaten track, then you'll want to send for this. Address: Travel Division, Washington 6, D. C. Price: 15 cents.

El Panama, Panama City's newest hotel, which boasts outside studio-type rooms with private terraces, a stupendous view, and air conditioning, may be reason to consider lingering in a richly storied city you all too often must gulp down unsatisfactorily on a hurried sight-seeing tour. El Panama answers all your needs: from a roof garden high above Panama Bay, to a swimming pool, specialty shops, and golfing privileges at near-by Panama Golf Club.

Air service between Hawaii and Tahiti. Sixteen hours from Honolulu to Papeete via the Tahiti-Hawaii Airways, once about every 30 days, is $695 round trip. Something to consider as a side-trip on your next Hawaiian holiday.

The Silver Seas Hotel, one of several additions to Jamaica's notable facilities for fun and comfort, is built on three levels above the glistening beach near Ocho Rios, open to sea breezes on three sides. It has its own Diesel cruiser and spear-fishing equipment.

The Turquoise Room is the most novel gimmick in the new equipment now comprising the Santa Fe's Super Chief. It's a jewel-box of a car done in turquoise, silver, and gold, with service plates to match, where you can entertain privately at cocktails or dinner while you whip across the continent.

for Mother

THE EASIEST

ECONOMICAL

WAY TO

FINER COFFEE

FILTRON
cold water coffee extractor

Yes, the Filtron is the ideal gift! A Filtron in the home means more coffee from your favorite brand plus all the convenience of instant-type extract with a better than ever flavor.

Without heat or electricity the Filtron turns one pound of coffee into an extract which stays fresh indefinitely. For a perfect serving of bland, full-bodied coffee just add an ounce of extract to a cup of boiling water.

It's perfect for iced coffee or as a flavoring agent in recipes, and the Filtron gives you savings of up to 30% on every pound of coffee.



Remember, for perfect coffee and kitchen convenience, buy the Filtron—it's only $19.50, slightly higher west of the Rockies.

See it today at your favorite department store, appliance dealer, jewelry shop or hardware store. . . . Or write direct to

Helmco-Lucy
1215 W. Fullerton Ave.
Chicago 14, Illinois

Increased get-around facilities at Chile's beautiful Lake Llanquihui can be had if you make arrangements through the new Thos. Cook & Son office at Puerto Varos. Sight-seeing excursions and salmon fishing trips by car and boat in an area full of scenery and interest.

In the merry, merry month

Some of these are good any time. Others have a conventional "season." But all of them, if you're lucky enough to be foot-loose this month, offer plusses right now just because it's May.

Galveston, Texas, now showy with oleander bloom, gives giddy greeting to the summer season with an Oleander Festival—balls, parades, flower shows, Hollywood entertainment, tours to gardens and historic homes. And with equally festive ceremonies it will mark the official opening of its thirty-two miles of superb beach.

Bermuda is turning out for some of its more important yachting events, among them the Princess Elizabeth Cup series, May 1. Cup competition attracts a large fleet of International 14-foot dinghies from the United States, Canada and Great Britain as well as Bermuda. It's followed by a series of team races for the Royal Bermuda Yacht Club trophy.

Great Britain is launching its 1951 Festival, with noteworthy musical events marking the opening of the Royal Festival Hall, London. There will be opera at the Royal Opera House, Covent Garden: two cycles of the *Ring* and Gluck's *Alceste*.

Guaymas, New Mexico, concentrates on the opening of the swordfish season. *Fiesta de la Pesca*, the fisherman's feast, is the high spot, a celebration lively with dancing, games, and beautiful señoritas. A two-lane highway now connects Guaymas with Nogales on the Arizona border, the famed Playa de Cortes is still serving its flaming sword specialties, and there are a number of new accommodations around. Last year's prize—a trophy donated by the President of Mexico—attracted 126 American and 12 Mexican fishermen and went to a 224-pounder!

Santa Barbara County, California, invites you to see the Rainbow Farms near Lompoc and Santa Maria, where right now two thousand acres of commercial flower fields—never picked but harvested for seed—are a vast view of unbelievable color.

You can't imagine how exciting food will taste until you season with

SPICE ISLANDS

Spices · Seasonings
Herbs · Aromatic Seeds
Vinegars · Pepper Mills

THE VERY ESSENCE OF GOOD TASTE

WRITE FOR FREE RECIPE BOOKLET
At better stores, or write for name of nearest dealer
SPICE ISLANDS COMPANY, DEPT. B
610 Folsom St., San Francisco 11

STOP DRIP

caused from condensation on cold water pipes. Turn idle basement space into play or work rooms. Keep store rooms dry. Just wrap cork-filled NoDrip Tape around pipes and joints. Do it yourself. Clean and easy to apply. Roll covers about 10 feet of ½" pipe, $1.69.

NoDrip TAPE

Higher west of Rockies and Canada.

Get at Hardware, Department Stores, or sent postpaid. Write for free circular.
W. Mortell Co., 519 Church St., Kankakee, Ill.

TRUE "PERIMETER" HEATING

The leading hot water baseboard heating. Proved in more than 12,000 installations. Install in new homes or old. Folder on request to Dept. HB-5, Warren Webster and Company, Camden 5, N. J.

Webster
BASEBOARD HEATING

WATCHES WANTED!

ANY CONDITION. Highest cash prices paid promptly. Also broken jewelry, spectacles, dental gold, diamonds, etc. Send articles today. Satisfaction guaranteed.

LOWE'S
Dept. HB
Holland Bldg.
St. Louis 1, Mo.

GARDEN BOOKS

CONTINUED FROM PAGE 233

in not recommending parsley as a pot herb, to be quickly cooked and served like spinach. They have a bit to learn about eggplant and its edibility, including the fact that it need not be soaked for an hour in salt water. And they should let the home gardener have the pleasure of ripening some of the sweet peppers, in order to serve them in quantity, lightly fried.

They point out that Acorn squash is a pumpkin, but they overlook the fact that summer squashes and vegetable marrow belong to that same group. The Hubbard types are the true squashes.

It would be hard to find a botanist to agree with the statement that "More than ninety per cent of the food which plants require comes from the air—not from the soil." And it would be hard to find a gardener who would agree that barnyard manure is "plentiful and cheap."

The few typographical errors are in inconsequential places.

The large type, the numerous tabulations, and the ease with which the pages open flat make this an easy book to use. It is, in fact, an excellent guide for the growing, storing, freezing, canning, drying, and serving of vegetables and of several fruits. The text is informative and entertaining; the appendix is encyclopedic in scope.

—C. H. W.

Rock Gardens by A. Edwards. Ward, Lock & Co., Ltd., London & Melbourne, 1949. 320 pp.

There have been more than half-a-dozen issues of Edwards' book, *Rock Gardens*, since it first appeared in 1929, and along the way a number of errors concerning plant materials have been corrected. Still, the book is of little use in the United States. At least 20 per cent of the plants mentioned are not in the trade in this country; of the remainder, few would have the same cultural requirements except in the Pacific Northwest.

Moreover, the gardens illustrated—in half tones which were worn out long ago and in garish color (pardon, *colour*) plates—do not fit into the American scene. The author was for a time in charge of the rock garden at Kew in England, and his point of view reflects his experience in this large public place. The intimate rock garden, more characteristic of America, is not a part of his picture.—C. H. W.



Look for the Rug that bears this label—

IT'S A Priscilla Turner HOOKED RUG



...Not just a hooked rug—an American Virgin wool hooked rug with a quarter-century reputation for quality and creative artistry in design.

Each rug is endorsed by the Guild label, signed and attached by the needleworkers as a proud mark of their handcraft. Look for it when you purchase your next rug.

For Brochure and Name of Nearest Dealer, Write
PRISCILLA TURNER RUG GUILD • TURNER-MAINE



Modern Home Features
PARKAY Hardwood Floors

Good taste and good building practice led architects to specify Parkay hardwood floors in this Chicago, Ill. model home. Factory-finishing both enhances and preserves the grain structure of this fine oak flooring. Quickly installed over any sound subsurface with special adhesive. Cleanliness and speed of installation distinct advantages on remodeling jobs. Two designs—Tile and Broadboard. Cost—little more than ordinary strip flooring finished on the job. Write for illustrated folder and name of nearest dealer.

PARKAY
Ready-Finished Hardwood for Floors and Walls

PARKAY, Inc., Dept. HB
Louisville 9, Ky.
Send full information about PARKAY Hardwood Floors
Name _____
Address _____



Garnier liqueurs

Incomparable Quality is the key to the world-wide preference for exquisite Garnier Liqueurs. Available in all popular varieties, plus exclusive specialties, both French and American. Offer your guests a choice.

Julius Wile Sons & Co., Inc. • 2 Park Ave., New York • *Sole U.S. Agents*



Sheer Beauty

in lovely hand-sculptured Crystal . . .

The rare artistry of these exquisite 11" hand-wrought crystal Footed Vases will lend enduring enchantment to your home, as flower holders or treasured decorative pieces . . . Christened "Frolic" for their delicate fired-in-for-life decoration of playful boy and girl. Sumptuously banded in bright gold trim around brim and foot. Available individually or in pairs.

Made in America, by hand

Where custom obscures, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—correct, modern design—superlative quality—at conservative prices. At gift, favorite and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, West Virginia.

WEST VIRGINIA GLASS WESTON W. VA.

WEST VIRGINIA Glass

LANDSCAPES WITHOUT WAITING

CONTINUED FROM PAGE 154



• Espaliered trees retain their interesting pattern all year. Apple (here) and pear are ideal in North, citrus in the South.

will be the best investment you make. The original site and landscape plan determines how much use you will get from your garden in the years to come. This is why your architect and landscape architect should work as a team from the beginning. Then your garden will be a real part of your house and not a useless frill tacked on later. Too many gardens are little more than "something to pretty up the house." A garden should be useful living space that invites you out and lets you stay outdoors.

Where do you go to find a competent landscape architect? Choose one as you do your architect. Look at the gardens he has designed. If you already have chosen the architect, ask him for recommendations. This has the obvious advantage of getting someone he enjoys working with and so insures true collaboration because of genuine appreciation of talents and experiences.

Actually, there is a woeful shortage of landscape architects who specialize in small private gardens. Most confine themselves to city planning or engineering. So you may have to turn to a landscape nurseryman. The best of these actually are graduate landscape architects from such universities as Harvard, Michigan State, Iowa State, etc. These graduates are equipped to design modern gardens. They devote their full time to working with small gardens and are held strictly accountable by the client for the health of the garden they design, install, and maintain.

Maintenance is not a usual function of the landscape architect. Often he turns both installation and maintenance over to a land

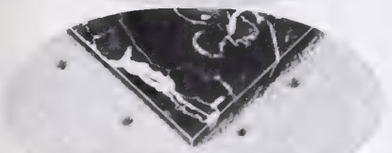
ALL PHOTOGRAPHS BY MAYNARD PARKER



• Effectiveness of privacy screens depends on close spacing of big plants, each chosen because it will stay in scale with its neighbors. Crowding won't occur here for 10 years. Usual skimpy planting may delay need for this revamping, but at cost of "no privacy" for the first 5-10 years.



HERE IS SMOOTHEDGE BEAUTY



DON'T ACCEPT TACK MARKS

GET
Smoothedge
TACKLESS CARPET INSTALLATION

Guaranteed by Good Housekeeping

THE ROBERTS COMPANY



Dept. HS5
1536 N. INDIANA ST.
LOS ANGELES 63, CALIF.

Send for FREE Booklet "New Carpet Beauty."

For Those Who Cannot or Should Not Climb Stairs...



Residence Elevators



Stair-Travelors

Your doctor will tell you: Stair climbing is 10 to 14 times more strenuous than walking. Avoid this health hazard—by the push of a button you can ride! The Sedgwick Electric Stair-Travelor or Elevator provides a safe, energy-saving convenience. Readily installed. Endorsed by physicians and users. Nationwide representation.

Write for Illustrated Booklet HB-6

Sedgwick MACHINE WORKS
263 West 14th St., New York

ELEVATORS • DUMB WAITERS • DUMB WAITER DOORS
RESIDENCE ELEVATORS • STAIR-TRAVELORS
ROTO-WAITERS • SIDEWALK ELEVATORS
FREIGHT ELEVATORS • CORRESPONDENCE LIFTS
BUILDERS OF VERTICAL TRANSPORTATION SINCE 1893



• Single big mountain laurel is far more effective than a number of little shrubs. Note baffle is correct width for tools.

scape nurseryman who regularly works with him. This, of course, is the ideal. It allows the designer to produce pure art forms (April HOUSE BEAUTIFUL pages 108-113) without having any of the mental reservations that naturally pop up when the designer is also a nurseryman with certain plants to sell. This Pace-Setter garden was designed by Thomas Church, landscape architect, and installed by Powers Taylor, landscape nurseryman for the Rosedale Nurseries.

Until the recent development of the landscape nurseryman, most small gardens were designed (if it can be called that) by ordinary nurserymen, skilled in how to grow and sell plants but without any professional training in designing. The result is "the foundation planting," that expensive-to-maintain mustache of green that makes so many houses in America seem to float a few feet off the ground. This is not a garden to be lived in, but only a shrub collection to be seen by people on the street. Gardens should be designed for enjoyment from many points, including indoors, not just from the street.

Builders like foundation plantings. They hide high foundations, bad design, and poor workmanship. Real estate men also like foundation plantings. They provide a chance to sell a mental picture which can never be realized and a chance for much double-talk about how your yard will grow better and that you really shouldn't judge the house by how it looks now. Then, too, regulations and pressure by FHA and the banks have added impetus to the foundation planting craze. These officials know that planting helps sell a house, so insist that some be done. Foundation planting suits them. A

(*Continued on next page*)



Server from Open Stock Dining Room Series

HICKORY MFG. CO.
Bedroom Furniture Dining Room
HICKORY · NORTH CAROLINA



They're Smart!
They're Exciting!
They're absolutely up-to-the minute!

O'BRIEN
Colors of '51



It's easy to transform dull and uninteresting rooms into really attractive and livable interiors—the kind you see in this magazine! It's easy, if you use O'Brien Colors of 1951—developed by O'Brien Stylists to harmonize with latest fabrics, floor coverings, decorating trends. See the *New 1951 O'Brien Color Manual* at your dealer's or send coupon today!

America's Most Washable Flat Wall Finish!

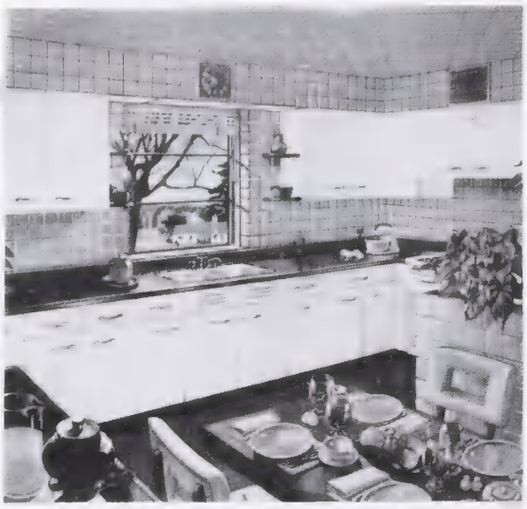
O'BRIEN PAINTS
TOP QUALITY SINCE 1875

The O'Brien Corporation • Dept. H-5
South Bend 21, Indiana

Rush new ☐ Color Folder with 50 color chips, helpful hints, color schemes, for which I enclose 5¢.
☐ 1951 Color Manual with over 200 full-size color samples, mixing instructions, color schemes, helpful data, for which I enclose $1.25.

Name_____

Address_____



Permanent beauty at a practical price

Individual Vikon Metal Tiles

They bring the custom look to every room where tiles are appropriate. You've a choice of 30 fade-resistant decorator colors. Periodic waxing will keep individual Vikon tiles gleaming bright.

COLOR FUSED ON METAL

Write for color brochure

▪ *will not chip, crack or craze* ▪ *highly resistant to heat and chemicals* ▪ *fire-resistant, waterproof* ▪ *seals out insects*

VIKON TILE CORPORATION
Established 1926
Washington, New Jersey



Romweber Modern Original

DESIGNED BY HAROLD M. SCHWARTZ

Graceful, versatile and practical end-table desk of light oak available in palomino or bone finish with unfinished glass top. Pull-out leather-covered writing shelf conceals slanting stationery drawer.

NEW YORK One Park Ave. · CHICAGO Merchandise Mart · CINCINNATI Reakirt Bldg. 128 E. 6th St. · ST. LOUIS Monogram Bldg.

The ROMWEBER COMPANY
Master Made Furniture Since 1853
GENERAL OFFICES & PLANT BATESVILLE, INDIANA





● Twin blueberries were chosen for their winter branch pattern, seen here, and the scarlet of their autumn foliage.

■ This is art in horticulture, a planting owners and guests will enjoy anew each time they approach the front **door.**

LANDSCAPES WITHOUT WAITING

CONTINUED FROM PRECEDING PAGE

prospective house buyer will see it instantly from the street. Lending agencies care nothing about whether or not the planting increases the usefulness of the yard.

The old-fashioned nurserymen, of course, love foundation plantings. It is an easy way to sell a collection of high-profit plants at an attractive package price. The usual plants—spirea, barberry, privet, juniper, and arbor vitae—are easy to propagate, quickly reach salable size, and are almost sure to grow no matter how poor a job of planting is done. This latter is important to the nurseryman. He wants to dispense with the bother of planting. He would rather take enough markup in price to cover later replacement, usually at half price, for any plants that fail to grow.

The landscape nurseryman, on the other hand, actually plants the garden. He charges for this service, naturally, either by adding about one-third to the cost of the plants or by making a separate planting charge for labor and materials (peat, plant food, etc.). He is willing to use any plants you like or the design needs. Size of plant is no objection. He can move almost any plant, even a large tree, with complete assurance that it will thrive. Naturally, most of the big plants he offers are one of a kind—true art pieces in horticulture. This brings real distinction to your garden. Not only do you get a finished garden to enjoy from the very first day, but you get real treasures in plant material. You decorate outdoors as you do indoors—with a few choice pieces.

Plants, though, shouldn't be your first thought for a garden. Rather, think first and invest first in the construction part of your garden—grading, paving, walls, and fences. Skillful grading, for example, can completely alter the lot so that a seemingly hopeless one provides more useful living room than a conventional flat lot.

The Pace-Setter was built on a lot that slopes rather steeply (12%)—and to the north, to complicate matters. Eight hours work with a bulldozer cost $90, but remade the lot. Now there is a big terrace just outside the living room. The terrace ends in a retaining wall that provides all-weather seating plus a good design line (page 246). The big twin apple trees (page 137) are much more prominent from the house. The new, steep slope under them will be alive with color in the spring when the drift of 1,000 yellow Holland daffodils are in bloom.

The paved terrace, itself, and e driveway and off-street parking front of the house provide all-ar dry footing plus year-round rden beauty via permanent de-gn lines that catch and please e eye from both inside and out-le the house. Permanent asphalt ving like this is fairly expensive 25 cents a square foot (concrete, cents; brick on sand costs 50 nts; gravel, 15 cents; lawn grass, cents), but it enjoys a long, uble-free life.

Grassed terraces are the other treme—low initial cost but high nual upkeep cost. Grass, though, the most practical way to ndle the larger areas not likely be used for much more than gain privacy through distance. t don't waste your money on a or lawn job. Initial preparation sts considerable, but you can sily spend 20% of this much *ch year* if you skimp at first. So clude the lawn job in your con-ct with the nursery man.

he Pace-Setter lawn was built in the fall. Although we used urfbuilder" very liberally be-e seeding, no lawn should be rved by later skimping. Similar-although this was a fall-seeded wn and so should have less than e-tenth the weeds expected from spring seeding, to prevent future uble, we will apply "Scutl" to l any crabgrass that appears.

Notice the eye-catching fence on Pace-Setter. It runs from north the garage to the south lotline, mpletely hiding the living gar-ns from the view of the passing toists. Fences aren't "garden" to ditionalists, but they are the ctical way to get privacy with-waiting and also a way to in-duce all-year color. If you can rd lots of room, you can use plants instead of construction terials. The Pace-Setter com-es "Careystone" and plants age 137). Dutch tulips and daffo-s have been planted in big drifts both sides of the fence for street-e and owner-side spring color. the summer, the fence, because its color, will almost disappear ually in the shade of the big es overhead. The small piece of ce north of the garage hides a p drop-off at the property line e and provides a display back-und for the spectacular bloom a saucer magnolia.

Not all who call themselves land-pe nurserymen will do lawn and struction work, but the better cerns do both or will have it e for you under their supervi-n. So check a prospective con-cern to see if it really qualifies as a landscape nursery.

If plants and planting are the only services the concern offers, don't expect much more in the way of design than you would get from the salesman at a drive-in nursery or from the door-to-door bush peddler. (Just because a man is a native of your town doesn't qualify an order-taker to design home landscapes, no matter how pretty a picture he whips out on his sketch pad). Lack of lawn and construction services should be a warning flag to investigate carefully.

Ask questions, too, about how the designer proposes to have Climate Control work for you in your new garden. This is now a recognized science. Any designer who is vague about it is likely to make your garden less comfortable than it should be. In many parts of the country, he should be able to show you copies of the specific Climate Control data for your area. Everywhere he should be applying the general rules to regulate sun and shade, wind and rain. Read how Climate Control works in the Pace-Setter garden, pages 138-139. Notice how the small island of grass in the terrace and the low planting in front of the south windows of the living room serve a specific cooling purpose.

HOW much does all this cost? Probably less than you think. This is because you need only a few real choice plants. These set the tone of your garden, just as a few treasures do indoors. So instead of buying a large number of low or medium-priced plants, you buy a few treasures (in themselves surprisingly inexpensive because so few people go looking for them). Prices naturally vary because these are one-of-a-kind pieces, but here is what you would normally have to pay for plants of this type:

8′ espalier apple tree	$35
5′ mountain laurel	$25
4′ pieris	$20
8′ mountain pine	$25
6′ blueberry	$15
7′ rhododendron	$40
8′ American holly	$35

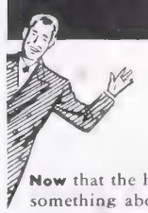
The rest of the garden decorating can be done with low-cost plants in small sizes. These are as inconspicuous in the over-all design as a single grass plant is in your lawn.

Homeowners often are puzzled by the wide variety of prices they receive for the same piece of landscape work. A spread, for example, between $100 and $900 is not unusual in the bids for a planting.

(*Continued on next page*)

America's No. 1
POLISHER and SCRUBBER
REGINA
TWIN-BRUSH
Time, Money and Labor Saver
Best buy for homes, offices, stores
SCRUBS • WAXES
POLISHES
BUFFS


The Same Low Price
$64.50 from Coast to Coast
At Leading Stores Everywhere
Reconditioning Kit Extra—for sanding, dry cleaning, refinishing, etc.
THE REGINA CORPORATION, Rahway 12, N. J.
Please send me free descriptive material on the Regina Electric Floor Polisher.
NAME
ADDRESS
CITY ZONE STATE
Also producers of Industrial Twin-Brush Floor Machines

HOMEOWNERS...
the heavy heating season is over!
Now you can
REPLACE
that fuel-wasting, troublesome oil burner
WITH
long lasting—low pressure
OIL-O-MATIC

Get a lot of heat
Use but little oil
Save money!
Now that the heating season is over, do something about those outrageous fuel bills and that trouble you've been having! Install OIL-O-MATIC... and you'll be amazed at the low cost of wonderful, clean, convenient oil heat.
OIL-O-MATIC BURNS THE *HOTTER* OILS (catalytics)! *More* heat per gallon—*fewer* gallons per heating season!
OIL-O-MATIC MEASURES OIL DROP BY D-R-O-P. No uncontrolled flow that *wastes* your heating dollars!
OIL-O-MATIC . . . LASTS A *LIFETIME!* Of ALL Oil-O-Matics installed in the past 20 years, over 90% are still operating with *trouble-free performance.*
FREE!
Get the new 1951 Edition
OIL BURNER BUYER'S GUIDE

Revised, fact-filled booklet tells about new developments in the *hotter* fuels and equipment engineered to burn them! Send NOW for "There is a BIG Difference in Oil Burners." (Better yet, ask your local Oil-O-Matic dealer for your free copy—he's listed in the classified phone book under "Oil Burners.")
To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois
Please send new edition of buyer's guide. "There is a BIG difference in Oil Burners."
Name
Address
City State HB-5
WILLIAMS
OIL-O-MATIC
HEATING

The Model Fifty-Ten Oil Burner
COMPLETE UNITS
. . . for homes of *all* sizes
. . . for *all* types of heating

For the sheer delight of a fine California Champagne

Cresta Blanca Wines — acclaimed at 10 International Wine Judgings ...consistently honored both at home and abroad





...SERVE CRESTA BLANCA CHAMPAGNE, fragrant, medium dry, delicious. There's gay enchantment in each sparkling glass. Naturally fermented in the bottle, it is unsurpassed in clarity, flavor and bouquet. Enjoy it soon, delight your guests! ANOTHER FINE WINE FROM CRESTA BLANCA WINE COMPANY AT LIVERMORE, CALIFORNIA.

CRESTA BLANCA

Consistent Winner of Major Wine Awards Since 1889



INSPIRATIONAL SLIGH DESKS

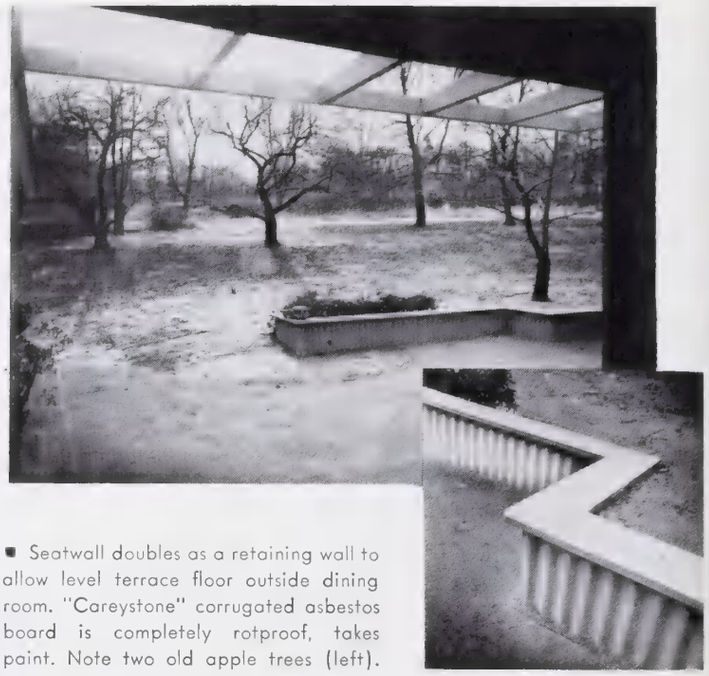
Desks by Sligh are America's handsomest desks, outstanding for their smart designs (18th Century, Early American, Provincial and Modern), beautiful woods, fine craftsmanship, rich finish, and thoughtful interior conveniences. Ask your dealer to show you Desks by Sligh.

No. 3179 Knotty Pine Desk with hand-tooled leather top. Also available in mahogany with leather top. No. 3079 — mahogany with wood top.

You are invited to send 25 cents for the beautiful, illustrated brochure: — "Inspirational Sligh Desks." Please address:

SLIGH-LOWRY FURNITURE COMPANY, HOLLAND, MICHIGAN

Associated Companies: Grand Rapids Chair Co., Charles R. Sligh Co.



■ Seatwall doubles as a retaining wall to allow level terrace floor outside dining room. "Careystone" corrugated asbestos board is completely rotproof, takes paint. Note two old apple trees (left).

LANDSCAPES WITHOUT WAITING

CONTINUED FROM PRECEDING PAGE

This is how it happens. The low bid often avoids an itemized list of numbers, sizes, and names of the plants. The low bidder also may use a much lower system of grading his plants. They may just barely make the minimum size mentioned. Often they are light and stringy. If his list mentions plants 2—2½ feet tall, the plants will be just over 24 inches high, and with not too many branches. Unfortunately there are no government rules or grades that apply to plants.

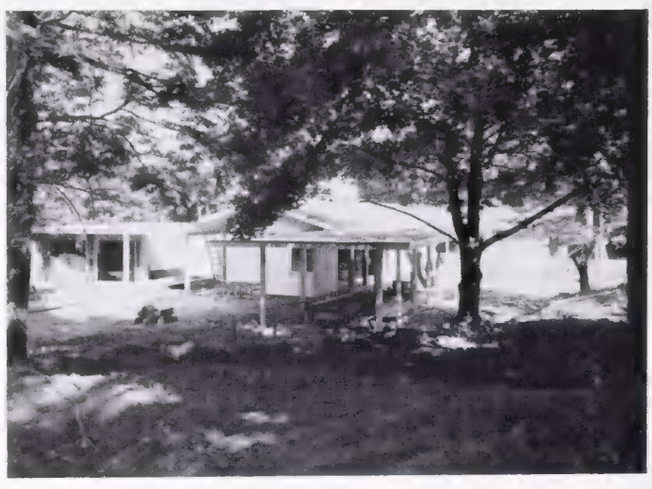
The higher bidder probably furnishes bigger, fuller plants. These may require an extra two to five years to grow. So they cost much more. Prices for this variation in plant quality often reach 100%. If the bids between competitors are for different varieties of the same plant, prices may vary 300%.

Landscape work is a long-time investment. Soil preparation and method of planting is highly important for later years. It is possible to keep most plants alive in poor soil, but they don't thrive and grow in beauty the way you hope.

Low bidders often include a lump sum item for planting. High bidders itemize the quotation—definite quantities of loam, peat, manure, and plant food, plus a labor charge.

Labor for planting varies drastically. Suppose you have a small evergreen—only two feet high. The usual ball of soil will measure 12

(*Continued on page* 249)



● Pace-Setter would be completely exposed to street if plants and fences hadn't been used skillfully. Compare this "before" view with the "after" sketch on page 137. Note natural shade for porch roof.

for lifetime wear and the easiest care choose MOSAIC tile for floors

Forever beautiful and easier to take care of than any floor you ever saw—only Mosaic Tile brings you such lifetime satisfaction with so many advantages.

The rich, warm colors of Mosaic Tile will not fade, peel, warp or burn. Mosaic Tile is impervious to alcohol, water, grease, ink, nail polish . . . leisurely resists the rough enthusiasm of growing children and excited pets. It never needs replacing.

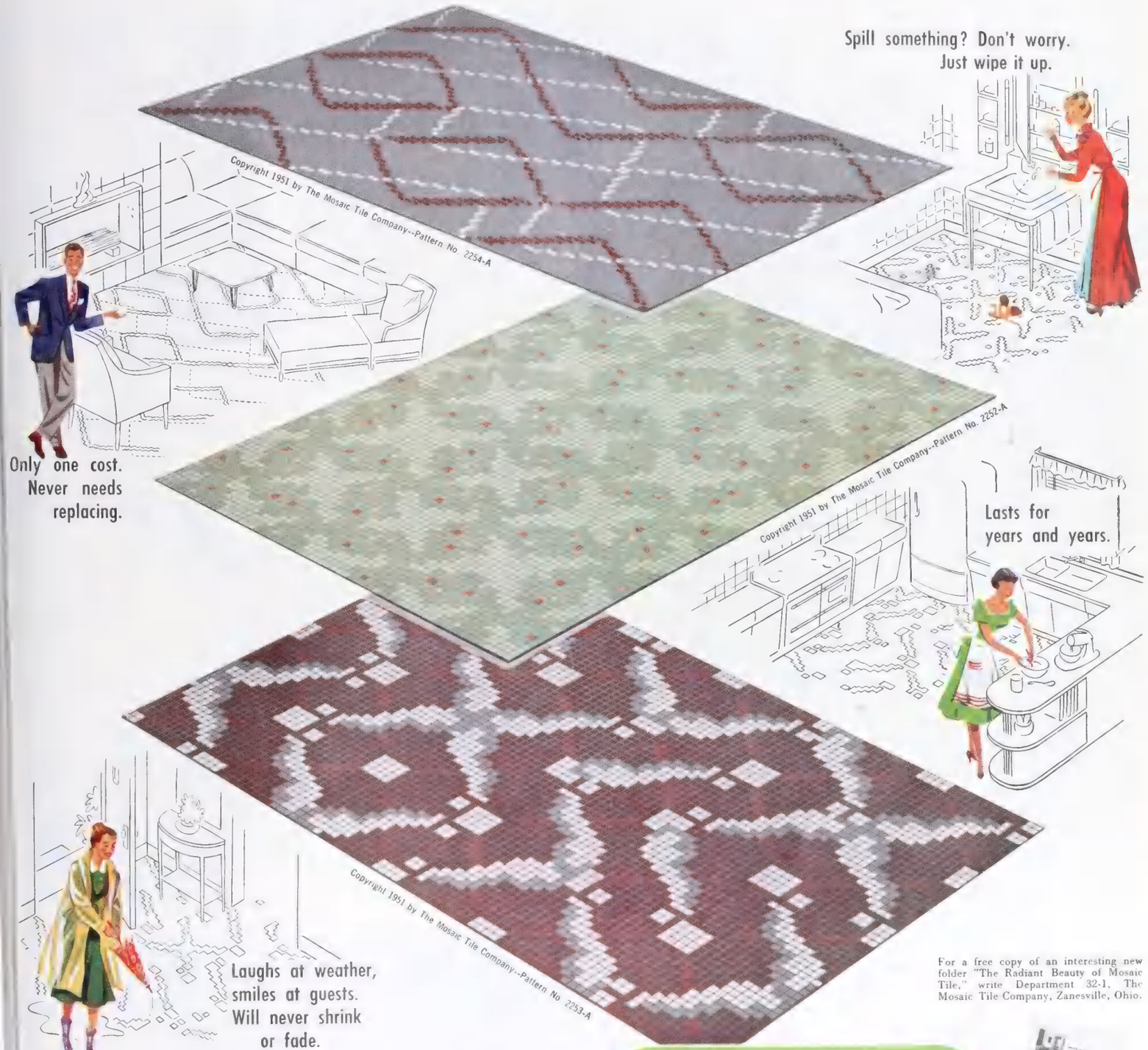
Now Mosaic has developed a group of wonderful new patterns, called "Formfree." They come in a variety of exciting color combinations. They give you modern design for any room in your house—as floors or as wall surfaces in kitchens, bathrooms, entries, porches or fireplaces.

Be sure to see them before you build or remodel—before you decide on any other floor or wall material.

introducing

MOSAIC'S NEW

"Formfree patterns"



For a free copy of an interesting new folder "The Radiant Beauty of Mosaic Tile," write Department 32-1, The Mosaic Tile Company, Zanesville, Ohio.

THE MOSAIC TILE COMPANY
ZANESVILLE, OHIO
(MEMBER—TILE COUNCIL OF AMERICA)

MOSAIC



OFFICES AND WAREHOUSES IN PRINCIPAL CITIES • OVER 4000 TILE CONTRACTORS TO SERVE YOU

America's 3 Great Gardening Aids!

SEE WHAT A BEAUTIFUL DIFFERENCE THEY MAKE!

PRESENTED BY SWIFT & COMPANY



VIGORO*

New process Vigoro makes grass greener—goes ⅓ further—nourishes longer than ever before. So complete, so perfectly balanced—actual tests show it makes even common sand grow grass like finest golfcourse soil! Apply at the rate of 3 lbs. per 100 square feet. Ideal for flowers, trees, shrubs, vegetables, too!

**There is only* one *Vigoro . . . the trade-mark for Swift & Company's complete, balanced plant food.*

End-o-Pest

Stop pest troubles before they start—with all-purpose End-o-Pest! Supplies the pest protection every garden needs because it controls chewing and sucking insects and fungus diseases . . . the 3 major types. Ready-mixed. Ideal for flowers, trees, shrubs and edible fruits and vegetables as well.

End-o-Weed

Weed your whole lawn in less than one hour! Just dilute End-o-Weed with water and apply. Kills over 100 varieties of weeds—leaves, roots and all—without harming ordinary lawn grass. Eight ounces treat 2,000 sq. ft.

LANDSCAPES WITHOUT WAITING

CONTINUED FROM PAGE 246

nches wide by 10 inches deep. One nan may dig a hole just big enough to plant this. He removes only a half cubic foot of soil. Since he ball of soil fills the hole, he doesn't have to add peat or loam. He has only a half cubic foot of excess soil to carry away. Actually, he plant should have been put n a prepared hole 30 inches wide nd 18 inches deep. This requires igging up 7⅓ cubic feet of soil—bout 14 times as much work as lone by the low bidder. If this soil s poor—as it too often is around ouses, especially new houses—this oil must be loaded onto wheelbar-ows and trucked away. Then 6¾ ubic feet of loam (two wheelbar-ow loads) have to be brought in. et this is the best investment you an make. The most foolish econ-my in landscape work is in cheap lanting methods. If you must conomize, buy smaller plants—but lant them well.

Figure about 40 minutes to plant shrub in a hole 24 inches wide. lanting in a 30-inch hole (the oil ball 12 by 10 inches, as de-cribed earlier) requires about an our. Planting mature shrubs, such s the show pieces at the Pace-etter, consumes three to four ours for each plant. Obviously here is a good chance to skimp re to cut the price on the over-l bid.

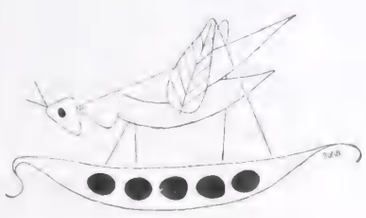
HE comparison in labor costs continues through careless versus reful placing of plants to get st the right facing, quick versus orough watering and feeding, no uning versus proper pruning to lance root shock from transplant-g, no mulch versus adequate ulching, and slap-dash clean-up rsus careful edging of beds. The w bidder often makes more profit an the high bidder because he aves so much undone. It is more portant to check your landscape an's reputation over the years an his prices. You are buying a rvice, not a competitive product. Labor for planting the Pace-tter garden cost $570. The plants t $1,600. Soil preparation and seeding the lawn cost $450. Spring bulbs cost $200, and planting them cost $75. All the asphalt paving was installed at a cost of $2,600. Of this total, $600 was for paving the terrace and $2,000 for the nearly 200 feet of extra-width driveway (12 feet minimum, with 30 feet flares at street) plus the two big—and valuable—off-street parking areas.

HOMEOWNERS often wonder how to get color in the garden. Some color comes, of course, from broad-leaf evergreens (rhododendrons, azaleas, pieris, etc.). More comes from flowering trees (crab-apple, cherry, apple, etc.), both from spring flowers and fall fruit. Many good trees and shrubs bring wonderful fall color displays from foliage. The common field blueberry excells here (page 244). So does euonymous, maple, oak, and the now nearly forgotten sourgum and sassafras, both less profitable for the traditional nursery to grow and sell. Then the modern garden goes in for beds of color from annual flowers grown from seeds, roses, iris, and chrysanthemums, spring bulbs, and the whole new field of truly continuous color made possible by the art of pot gardening (March issue, page 92).

Vines not only bring Climate Control to gardens and relieve the harshness that sometimes makes poorly designed fences and walls offensive to the eye but they bring exciting color—wisteria, the giant trumpet creeper, and the plate-size blooms of the many new kinds of clematis.

How long does a Pace-Setter garden last? All plants grow, naturally, so even though your garden appears full-grown from its very first day, the plants will continue to grow in size. The increase is negligible in the key plants, the big plants bought in mature sizes. The other plants, the inconspicuous background greens and grays, may need some annual pruning but they should last ten years before getting badly out of scale.

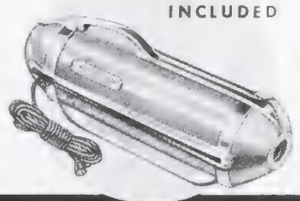
(Continued on page 255)



Kingston
VACUUM SINCE 1902 CLEANER

● YOUR PREFERENCE for Kingston to *keep* your home beautiful is eloquent proof of your good judgment. Discriminating women everywhere quickly recognize its more thorough efficiency, more expertly designed accessories, easier-to-handle portability. Welcome your Kingston representative when he calls and discover why the Kingston is so right for *you* by testing it in your own home!

ACCESSORIES INCLUDED



AN HONORED NAME . . . For almost fifty years, Kingston has earned a reputation for perfection in the manufacture of precision parts, and for the development of innumerable fine modern vacuum cleaner features. This experience and skill largely account for the moderate cost of the Kingston Vacuum Cleaner, and for the satisfaction it brings to discriminating home lovers, everywhere.

KINGSTON PRODUCTS CORPORATION
Douglas Division • Bronson, Michigan



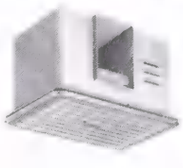
Whether you remodel or build...

GET ALL THE ADVANTAGES OF THE FAMOUS TRADE-WIND CLIPPER VENTILATOR!

Here's the most modern kitchen ventilating system. The Super Clipper is installed in a metal or wood cabinet directly over your stove and removes the cooking fumes, grease and heat from both the stove and at ceiling level. Keeps your kitchen and your entire house cool and fresh—cooking odors, oven heat, greasy smoke and steam all are instantly removed. Two metal air filters trap the grease and dirt and are easily washed in soapy water. No other kitchen ventilator does the complete job that the Super Clipper accomplishes. Simple to install in existing or new homes.

SEND COUPON FOR COMPLETE INFORMATION

FOR KITCHEN, BATH, DEN, LAUNDRY



Trade-Wind also makes these famous ceiling models which are hidden above your stove to catch the greasy smoke, heat and odors, and get rid of them quickly.

Trade-Wind Motorfans, Inc.
5713 S. Main St., Los Angeles 37, Calif.
Please send complete information on the Trade-Wind.
Name_____
Address_____
City_____ State_____



No more damp basements!

OASIS Air Drier

Reduces humidity—Removes up to 3 gallons of water every day from basement air!

You can easily end moisture damage with the Oasis Air Drier that removes up to 3 gallons of water a day from average rooms when it's hot and humid! Just plug it in to make possible healthier basement living.

Stops such damp basement problems as: wet floors, odor, unusable game rooms, slow drying clothes, dripping overhead pipes, sweating walls. Easily pays for itself in preventing mold, mildew and warping damage to woodwork, furniture, rugs, tools, clothes, sporting equipment, machinery, etc.

WRITE TODAY FOR FREE FOLDER

Works anywhere—just plug in any electrical outlet. No chemicals to handle. Costs only a few pennies a day to operate. Backed by 5-year warranty, one of the oldest names in Air Driers, and by *free* home demonstration. Phone your local Oasis dealer listed under Water Coolers. And write for FREE folder.

OASIS *The world's largest manufacturer of Electric Drinking Water Coolers*

THE EBCO MANUFACTURING COMPANY, 402 W. Town St., Columbus 8, Ohio

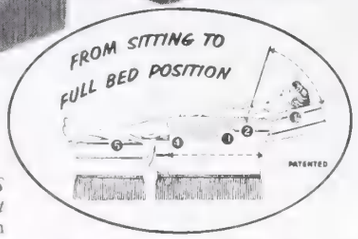
RELAX and FEEL BETTER

in the ONLY chair that AUTOMATICALLY RECLINES to any Comfort position

La-Z-Boy REG. U.S. PAT. OFF.



NOT THIS BUT THIS →



No other chair or lounge has *LA-Z-BOY'S* exclusive *patented floating back* and *seat* that automatically adjust to *any* position you find the most relaxing. This is important, because the same *posture position* is not always comfortable for everyone . . . that is why doctors say you should change your posture as you recline to get the most healthful relaxation. And best of all, you'll be proud to have a *LA-Z-BOY* in your home for there are 9 modern styles and 120 beautiful fabrics to choose from.

You owe it to yourself to see how this amazing chair can give you the relaxing comfort you need for better health. Write for illustrated folder and name of your *LA-Z-BOY* dealer.

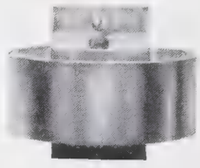
Your body doesn't stay in one rigid posture when you relax in a La-Z-Boy.

1. Full support for your back and neck muscles.
2. Floating back conforms to your back because patented features allows *perfect balance* of your body in *all* positions.
3. Seat automatically moves forward, as back reclines, this relieves pressure from your hips and gives you *correct body posture* in *all* positions.
4. Floating seat gives you complete support at this point.
5. LA-Z-BOY Ottoman is right height for leg support.

LA-Z-BOY CHAIR CO. • Monroe, Mich., U.S.A. • In Canada: LA-Z-BOY Furn. Co., Ltd. ▪ Waterloo, Ont.

PACE-SETTER GARDEN STORAGE

- *Items used together are stored together*
- *Tailored to needs—not bulk space*
- *Locked storage—one key fits all doors*
- *Convenient to delivery and garden*
- *All items always readily visible*
- *Ground-level storage of heavy items*
- *Attractive from house, open or closed*



Special holders for each tool →



• Hand tools stacked in a pile in the corner is the biggest source of broken and "lost" tools. *Hangitall* (above) is for short handles. A. W. Reynolds, Newton, Conn. Adjustable *Finger Grip* clasps either long or short handles. Arthur I. Pratt & Co., Fairfield, Conn.



• This view of garden storage is from the east bedroom. Windows at left are in the study. Note use of open-grid fence to define service without causing any closed-in feeling. Shrub in foreground is lilac. Upright shrubs (left) are pyracanthas. Color photograph on page 156.



Major lawn equipment



cor cart and most-used tools



Soil builders and pest killers

e garden storage
ext page

THE *Smart figure*

GUIDE OF FASHIONABLE WOMEN



Keep pounds in check ... let ■ Counselor scale help guide you to smartness and figure perfection. Beautiful, accurate, durable ... ask your dealer for Counselor — finished in your favorite color or in gleaming all-chrome. The Brearley Co., Rockford, Ill.

Correct in every weigh

COUNSELOR STREAMLINED *Scales*

Guaranteed by Good Housekeeping

PLAN TO HAVE *America's* FINEST





Case

Fine Vitreous China

ONE-PIECE WITH NON-OVERFLOW

The exceptionally QUIET operation of the Case One-Piece* distinguishes fine homes everywhere. Its unique construction does away with the old-fashioned raised tank and provides a lower, more healthful seat level and special water supply protection. Bowl in finest vitreous china—in white and 26 popular colors.



...and a matching Lavatory

The handsome styling of the One-Piece closet is duplicated in the Case *Windell* Lavatory, with specially designed heavy chrome-plated fittings.

*PATENTED ®

SEND FOR FREE FOLDER

W. A. Case & Son Mfg. Co. Founded 1853
33 Main Street, Buffalo 3, N. Y., Dept. 4
Send me your new bathroom fixture folder.

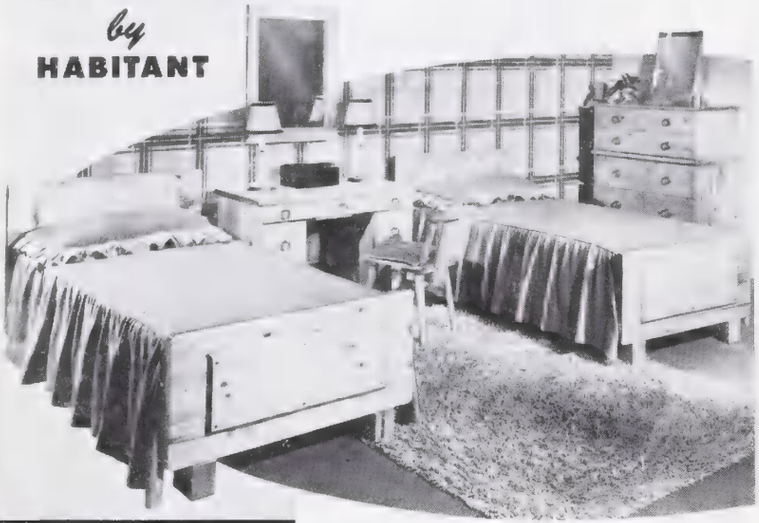
*Name*_____

*Address*_____

*City*_____ *Zone*____ *State*____

Knotty Pine Furniture by **HABITANT**

The dignified informality of this Habitant Knotty Pine bedroom furniture is in perfect taste for town house or country home. Rest assured in the warm comfort and an atmosphere of casual charm . . . that only Habitant can give. Habitant ensembles for the



living room, recreation room, dining room and bedroom are on display at better home furnishers everywhere. Write for name of your nearest dealer.

Habitant

HABITANT SHOPS INC., Bay City 31, Michigan

"THE HABITANT LINE . . . PERFECTION IN PINE"



PACE-SETTER GARDEN STORAGE

CONTINUED FROM PRECEDING PAGE



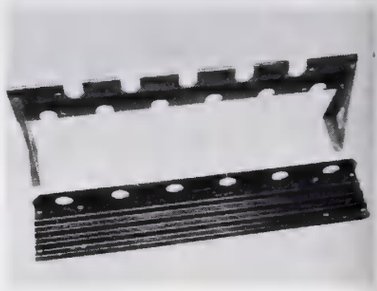
● "Unity" garden light extends the hours you can garden. It won its place in the Pace-Setter because of its ruggedness and versatility. Unity Mfg. Co., Chicago, Ill.



● "Twist-ems" now come in handy roll form. Contains 250 feet. Snip off any length you need to tie plants. Germain's, Los Angeles.



● No modern garden is complete without tough "Bluetts" gloves because of the new, powerful chemicals we use. Pioneer Rubber Co., Willard, Ohio.



● "Gardeneer" rack hangs your prize long-handled tools safely away from harm to them or you. Inland Steel Products, Milwaukee.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



● Pace-Setting gardens result from careful attention to details. Feeding your plants according to their needs is important. This is the "Simplex" soil tester. Edwards Laboratory, Cleveland, Ohio.

now Plowing —Grass Cutting



e long driveway and big off-street parking area at the Pace- r wouldn't have been practical in the snowy Northeast except e development of easy-to-use, powerful garden tractors like this -horsepower Waterbury. Snowplow attaches with two bolts. Mo- arts quickly in coldest weather. Plowing is just simple steering.



erbury tractor also mows lawns. Again attachment is merely a of two bolts. Mower rides ahead of tractor wheels, so cuts o trees and flower beds than many conventional power mow- arate clutch for blades allows you to operate it as a self- d unit over pavement, curbs, etc. without damage to mower.



Charm rules here!

The warmth and friendliness of this attractive kitchen is due in large part to its gleaming Western Pine walls and woodwork.

For lifetime loveliness in the kitchen and all through the house, build or remodel with the Western Pines*! Their ingrained beauty and soft textures lend themselves to any finish or décor. Easy to work, they may be painted, stained, enameled to a high gloss or left natural, then waxed and rubbed to a mellow glow.

Your retail lumber dealer will approve your decision to build in charm with beautiful, durable, economical Western Pines*!

THESE ARE THE WESTERN PINES

***IDAHO WHITE PINE**
***PONDEROSA PINE**
***SUGAR PINE**



YOURS FOR THE ASKING

Ideas galore in our colorful booklet, "ENCHANTING HOMES OF WESTERN PINES." *71 pictures! Send for your* FREE *copy to* WESTERN PINE ASSOCIATION, DEPT. 401-H, YEON BLDG., PORTLAND 4, OREGON.

Say Goodbye TO THESE 6 WINDOW CHORES



1. Putting up and taking down screens
2. Painting and repairing screens
3. Storing screens
4. Putting up and taking down "storms"
5. Painting and repairing "storms"
6. Storing "storms"



ROLSCREENS—original inside screens that roll up and down like window shades. No putting up, taking down, painting, storing. Inconspicuous.

PELLA CASEMENT WINDOWS with famous ROLSCREENS and DUAL GLAZING eliminate tiresome, annual window chores. Enjoy draft-free comfort and fuel-saving advantages of Pella Dual Glazing and Weather Stripping. Pella Windows are 100% pre-fitted and assembled at factory—assuring better performance and longer life. Saves on installation labor cost, too! Special hinge design allows either side to be washed from the inside.

Whether you're planning to build or remodel, select from the 300 custom-like window combinations *stock-size* Pella Casement Windows offer. Pella Casements cost no more than ordinary windows when you consider their many advantages and lower installation costs.

SEND FOR FREE FOLDER of Window Ideas. Tells about time, labor and money saving features. Mail coupon today!



DUAL GLAZING—protects against winter cold and summer heat—the year-round "storm" window.

Mail this Coupon Today!

Pella CASEMENT WINDOWS

ROLSCREEN COMPANY, Dept. C-31, Pella, Iowa

Gentlemen: Please send me your Free Folder on Window Ideas and information on Pella Casement Windows with ROLSCREENS and DUAL GLAZING features. I am building ☐. I am remodeling ☐.

Name .....

Address .....

City & Zone ..... State .....

Made by the Manufacturers of Famous PELLA VENETIAN BLINDS AND ROLSCREENS

WOODEN FENCES & GATES



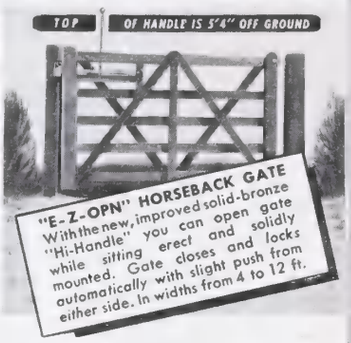
WOVEN PICKET FENCE
Half-round saplings. 2 types. Woven Cleft with ¼" between pickets. Our special Close Type has pickets with sawed edges butted tight together; assuring absolute privacy. We also import genuine French picket fence.



POST AND RAIL FENCE
A strong, beautiful, long-lasting all-purpose fence. Made of finest selected, hand-split chestnut-timber. Available in the 2, 3 or 4 rail types. As with all Rusticraft Fences, matching gates of many widths available.



ENGLISH HURDLE FENCE
Ideal for property lines. Gives protection from trespassing. Two heights 3 ft. and 3 ft. 8 in. Closely spaced lower rails protect shrubs, keep dogs off or within property. Shipped in 8 foot sections, ready to erect.



"E-Z-OPN" HORSEBACK GATE
With the new, improved solid-bronze "Hi-Handle" you can open gate while sitting erect and solidly mounted. Gate closes and locks automatically with slight push from either side. In widths from 4 to 12 ft.

WE ARE THE ONLY FENCE COMPANY IMPORTING FRENCH WOVEN PICKET FENCE DIRECT FROM FRANCE

Write today for Illustrated Booklet and Prices.

Rusticraft FENCE CO.

DAVID TENDLER · *Est. 1918* 6 KING RD., MALVERN, PA.

Gallo WROUGHT IRON-MESH FURNITURE

Dine divinely or lounge luxuriously...INEXPENSIVELY!

Enjoy cool, comfortable living outdoors with the new air-cooled GALLO Wrought Iron-Mesh Furniture. Sturdy, practical, no need for cushions. Smart styles, unusual garden pieces—at budget prices! White or Pompeian Green in rust-resistant finish, also in guaranteed NON-RUST Finish and other decorator colors.

Ask to see the complete line of GALLO WROUGHT IRON FURNITURE, At better stores everywhere.

Gallo Guaranteed NON-RUST 6 years · Durable NON-CHIP Finish ·

Gallo ORIGINAL IRON WORKS, INC.
401 Park Ave., Brooklyn 5, N Y.



YOU DON'T HAVE TO BE A "FLOWER ARRANGER" TO KNOW WHAT IS GOOD DESIGN

CONTINUED FROM PAGE 164



● The "hole" in the center of the upper arrangement catches your eye immediately. Fill in this hole with ranunculuses. The darker colored phlox at the top of the "no" design make it top-heavy with color. Reverse them with lighter colored phlox to correct balance.

PHOTOGRAPHS BY MAYNARD PARKER



● Many people are afraid to cut the stems of roses, so they cram them all together into a tall, small-necked vase (small photograph). Snip the stems to uneven lengths and let your roses spread out gracefully in a low, broad-mouthed container (large photograph).

N ROSES AND OTHER LOWERS



stop insects and diseases

th Du Pont **Floral Dust**

don't have to be
xpert at identi-
what's wrong
your flowers.
s insecticide-
icide combina-
is effective against most common
t insects and diseases.

e—won't harm the tenderest roses or
r plants.

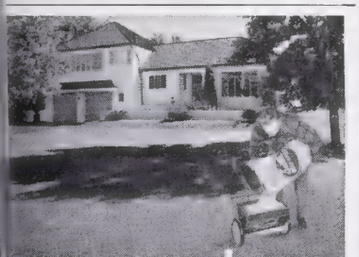
y to use—Just *dust* or *spray*. Full
ctions on package.

your dealer for Du Pont Floral Dust today. If not in stock, order by mail: 8-oz. dust gun, $1.00; 1-lb. can, $1.40, postpaid. Du Pont, 4030B Du Pont Bldg., Wilmington, Delaware.



DU PONT
REG. U. S. PAT. OFF.

Things for Better Living . . . *through Chemistry*



eep your lawn
VEED-FREE with

Scotts
TM REG
WEED & FEED
or the New dry applied
4-XD

Visit the Scotts dealer in your community today or write O M *Scotts* & SONS CO, Marysville, Ohio

Be sure to ask for a *FREE* two year subscription to Lawn Care

NOW-A Better LAWN SPRINKLER

MIST — *A FINE ATOMIZED SPRAY*

MIST with revolutionary design uses 50% less water. MIST gives complete soil saturation; keeps right degree of moisture. MIST gives deep penetration of water into roots; prevents damage of delicate seedlings, roots and flowers. No surface washoff. Nothing to wear out. Satisfaction guaranteed.

Thousands of Satisfied Users

VALUE $3.25 Only

MAIL ORDERS — Send Check or Money Order. No C. O. D's.

ACHINE CORP. (OUR 14th YEAR)
RVING PARK ROAD CHICAGO 18, Illinois

GARDEN STORAGE

CONTINUED FROM PAGE 156

Here we list the manufacturers of the major pieces of equipment in the garden storage wall shown on page 156.

Milcor "Gardeneer" 2-wheel garden cart—Inland Steel Products Co., Milwaukee, Wis. "Homko" Fold-away lawn sweeper—Western Tool & Stamping Co., Des Moines, Iowa. "Speedline" Blue-handled garden tools—Union Fork & Hoe Co., Columbus, Ohio. "Climax" pressure sprayer—H. J. Hudson Mfg. Co., Chicago, Ill. Waterbury garden tractor—Waterbury Tool Division, Vickers, Inc., Waterbury, Conn. Premier peat—Premier Peat Moss Corp., New York, N. Y. "Turf-builder," "Weed and Feed," and "Scutl"—O. M. Scott & Sons, Marysville, Ohio. "Twist-ems"—Germain's, Los Angeles. "Unity" garden light—Unity Mfg. Co., Chicago. "Simplex" soil tester—Edwards Laboratory, Cleveland.

LANDSCAPES WITHOUT WAITING

CONTINUED FROM PAGE 249

Every garden needs a revamping every ten years. Natural hazards of wind and ice, new pests, and major changes in climate because of what has happened in the way of new buildings or natural tree growth in adjacent gardens make this necessary. This is another reason that makes more tragic the usual ten-year wait for a garden to grow enough to be useful. By that time the neighborhood and the needs of the family have changed so much that the original garden planting is now wrong anyhow and must be redone or the family still can't use their garden for living. Think about the gardens you know that were supposed to grow up but which still aren't of any real use to the family after the ten or fifteen year wait.

Garden: Planted by Rosedale Nurseries, Eastview, New York.

Paving: By Peckham Road Corp., White Plains, New York.

All lawn products: O. M. Scott & Sons, Marysville, Ohio.

All bulbs: Associated Bulb Growers of Holland.

All fences: Careystone, The Philip Carey Mfg. Co., Cincinnati, Ohio.

PINCOR

Never a dull moment . . .



Sharp . . . and they stay sharp always. Every Pincor sharpens itself. No more expensive bills. No more annoying "time-out". What's more, Pincor blades have a proven toughness not found in any other mower. Ready for the roughest going without *nicking*—without *breaking*.

Model illustrated is the famous P-22



Step out behind a Pincor and *see, hear, feel the difference.* Enjoy the featherweight ease of handling . . . admire the smart design that's made Pincor America's "best-dressed" power mower . . . thrill to the husky engine so simply controlled. Yes . . . see them all . . . then try Pincor and you'll know.

See your Classified Telephone Directory for the name of the Pincor dealer nearest you or mail coupon for full information.

PINCOR'S OUT FRONT—NOT BY CLAIM, BUT BY COMPARISON

America's Leading Power Lawn Mower

PINCOR PRODUCTS

Manufactured by Pioneer-Gen-E-Motor Corporation

Power Lawn Mowers • Hand Lawn Mowers • Electric Trimmers • Gasoline Engines
Electric Generating Plants • Battery Chargers • Generators

USE COUPON—GET FREE FOLDER!

PIONEER GEN-E-MOTOR CORPORATION
5847 West Dickens Avenue, Chicago 39, Illinois

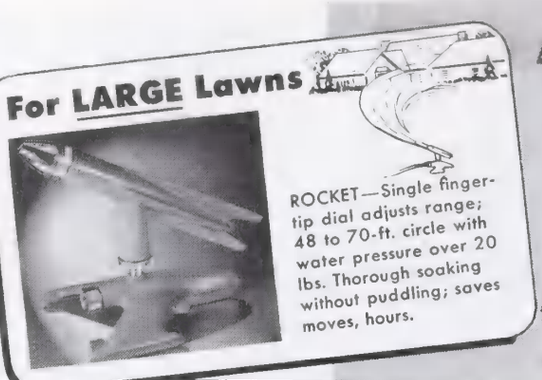
Please send, ABSOLUTELY FREE, complete information on all Pincor models.

Name _____

Address _____

City _____ Zone _____ State _____

For LARGE Lawns

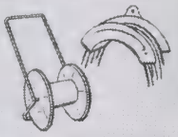


ROCKET—Single finger-tip dial adjusts range; 48 to 70-ft. circle with water pressure over 20 lbs. Thorough soaking without puddling; saves moves, hours.

ALLENCO
PRE-PROVED SPRINKLERS

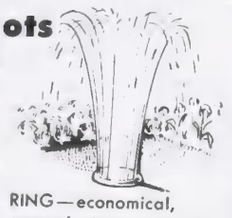


ALLENCO
LONGER-LASTING HOSE ACCESSORIES



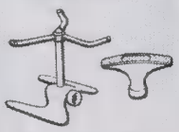
For SPECIAL Spots





RING—economical, convenient; *guaranteed under any U.S. town's pressure!*

ALLENCO
PRE-PROVED SPRINKLERS



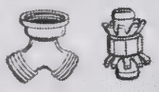
JUSTRITE Nozzle





Mist to stream instantly; no dripping or back-spray; machined to .0025".

ALLENCO
LONGER-LASTING HOSE ACCESSORIES

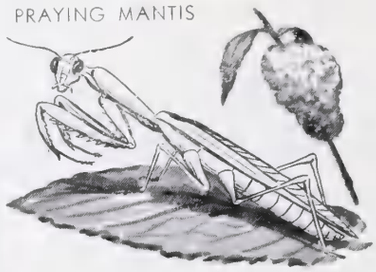


ASK YOUR DEALER

PROTECT THESE GOOD INSECTS

They're on your side—keeping in check the hungry harmful insects

PRAYING MANTIS



SKETCHES BY JOHN BRIMER

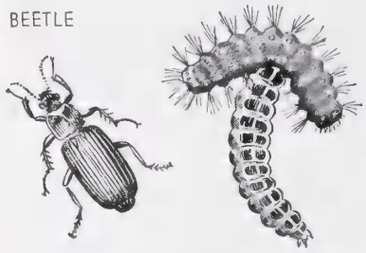
The praying mantis is a large insect (up to 4 inches). Once you've seen one, you'll never mistake it. Found as far north as Ohio and southern New England. A voracious insect eater.

DRAGONF



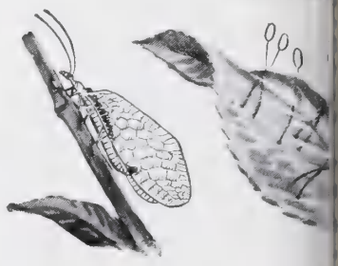
Whether you call them darning n dles or dragonflies, they do eat lot of mosquitoes. So, don't disco age them around your garden pa

BEETLE



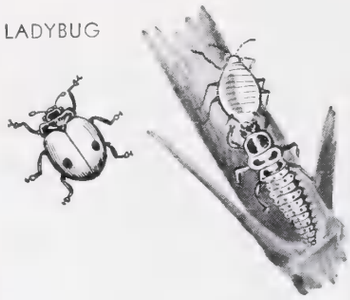
Ground beetles feed almost entirely on other insects, snails, occasionally ants and termites. You find them on ground, under stones. Can't fly, but run mighty fast. Larva at right.

APHID LIO



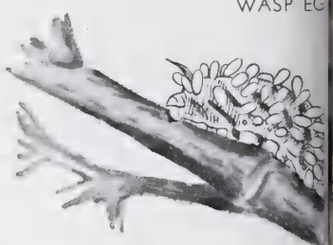
Aphid lions eat 200 to 400 aph apiece. Also mealybugs, grassh pers, thrips, and mites. Where aphids are, lions are too. Ad (left) green, gauzy flies. Eggs (rig on long slender stalks.

LADYBUG



Don't kill ladybugs. They're your best friends. Adults and larvae eat tremendous number of aphids. Others specialize on mealybugs, scale insects (various kinds), and red spidermites.

WASP EG



Wasps are better friends than think. Some lay their eggs in ton hornworms, like the one shown h Others feed on grasshoppers, m aphids, flies, or caterpillars.

By appointment to H. M. King George VI. Motor Mower Manufacturers Charles H. Pugh Limited

Britain's Finest!
ATCO MOTOR MOWER



Five models — 14- to 34-inch cut — priced from $205 to $575

Britain's famed lawns and sports grounds have known the Atco Power Mower for years—over 100,000 now in use. Product of nearly a century's engineering experience. So soundly built that more than half the 1921 models—*30 years old*—are still on the job. Grooms lawns beautifully. *Rolls as it mows.* Easily handled and unusually steady. Finger-tip clutch and speed controls. If your dealer cannot supply you, write us. *Note: Additional dealers needed. Exclusive territories are now available for garden equipment specialists. Write for details.*

PHONE WHITEHALL 3-4242 or write
ATCO, 67 Broad Street, New York City

ATCO MOTOR MOWERS
67 BROAD STREET • NEW YORK, N. Y.

Burpee GIANT TRUMPET **Daffodils** only 10¢



Order plenty at this very special price! All choice long trumpets, large flowered; tall stems. Yellows, Whites and Bicolors MIXED. **15 for $1.00**
6 Bulbs 50c; 15 for $1.00; 50 for $3.00.
Order Today (*send dollar bills at our risk*).
BulbBookFree—Tulips, Daffodils, Hyacinths.
W. ATLEE BURPEE CO.
112 Burpee Building, *at nearest city:*
Phila. 32, Pa. *or* **Clinton, Iowa** *or* **Riverside, Calif.**

FREE TRIAL OFFER to introduce new GARDEN MAGAZINE

Accept two issues of GARDEN—newest, most helpful home garden magazine—FREE along with 4-issue trial subscription. Send $1 and we'll start bi-monthly issues on their way to you. If not pleased, cancel after two issues for full refund of $1, otherwise receive four additional issues (six in all). GARDEN, 432 Fourth Ave., N. Y. 16, N. Y. (Dept. 442)

HABITANT FACTORY FABRICATED RUSTIC WOOD FE

Habitant



Sturdily fabricated fr distinctive Michig White Cedar, Habit Rustic Wood Fence fo a picturesque frame your home while prot ing your property. Na panel or woven fabric c struction in a variety designs. Factory assemblec standard length sections plus cial lengths to fit your exact ground plan. Si or double gates have hardware attached. W for catalog and name of your nearest de

HABITANT FENCE INC.
BAY CITY 39, MICHIGAN

Roses Got
MILDEW?
Stop it with
ll-purpose
nd-o-Pest

narkable End-o-Pest
tects flowers and
tables against their
ajor enemies—suck-
nd chewing insects,
fungus diseases.
dy mixed—ready
se in handy refill-
e dust gun con-
er. Get it now!



re great gardening aids!
ORO . . . complete,
ced plant food
-o-Weed . . . kills
ifferent kinds of weeds

Famous
Sunbeam
HEDGE TRIMMER
• POWERFUL
• HIGH-SPEED
• LIGHT-WEIGHT
• EASY TO HANDLE

TER, EASIER WAY
Hedges, Shrubs, Ornamental
. . . Cut Weeds, Grasses, etc.

time, gives professional results
t arm-aching drudgery. Simple to
e. Well-balanced design permits
nd operation. No stooping or arm-
tiring awkwardness when
clipping sides or ends.
Another famous labor
saver by the makers of
Sunbeam electric appli-
ances and Sunbeam Rain
King sprinklers. $43.50
(Denver and West $43.75).

a woman
ly use it!

Write for this FREE circular

HOW AND WHEN TO TRIM HEDGES, SHRUBS, ETC.

43
W.
ph Rd.
50, Ill.

Sunbeam CORPORATION

Canada Factory:
321 Weston Rd.
Toronto 9



May in Your Victory Garden

Again the government has asked homeowners to grow food gardens. So each month read this column now written by Harry Logan, co-author of How to Grow Vegetables, *recently published by Duell, Sloan & Pearce.*
—Editor

For easy gardening I like double or companion rows—carrots and beets planted back-to-back, in a sense, but actually two rows about six inches apart. Then a twelve-inch path and another double row. This system makes it possible to work the garden easily and reach each area without stretching my back out of joint. Incidentally, the paths aren't mulched. Why waste mulch when it's so hard to get?

Water is the critical necessity now and rain is not to be trusted. Several or more times during the summer I have to water the vegetables. Even the beans are watered overhead. There's no foliage damage *if* the leaves are dry by nightfall.

One inch of water per week is required by vegetables to keep them growing continuously to their succulent best. That's about 62½ gallons per hundred square feet of ground. Time this by setting out three or four tin cans (rescued from the incinerator) under the circular spray. When cans are one inch full of water, stop. That's your sprinkling time. Clock this once and you'll always be nearly right in the future.

The first warm days create a demand for plant food, if the last frost has been left behind. I save energy and hours by lightly (very lightly) side dressing the double

(*Continued on next page*)



"I sit down mad...
and get up glad"

"That's a fact, Tom. Everything went wrong at the office today. So I've been sitting here cooling down.

"When I was a kid, I used to sit under this same tree and get up courage to show a bad report card. I guess there's something about a beautiful tree like this that makes a fellow's trouble seem small.

"My Dad used to tell me to take care of this tree and it would always take care of me. He was right, too."

★ ★ ★ ★

Yes, there is rest for body *and* soul beneath a beautiful tree. As a quiet friend to man, it asks for little care. But that care, however little, *should* be given . . . as a matter of pride as well as investment.

The proper care of a tree is no casual matter. The Davey Man, to whom so many trust their trees, has made the care of trees his lifetime career. His love for growing things stems from a boyhood in the country. He has gone to great lengths to become the craftsman he is.

Behind the Davey Man are many years of schooling, study, research and field experience. In his hands is the most modern equipment to guard the health and beauty of trees. And always before him are the ideals and traditions of the one organization that has long led the way in scientific tree care . . . three generations of the Davey Tree Expert Company.

DAVEY TREE EXPERT CO.

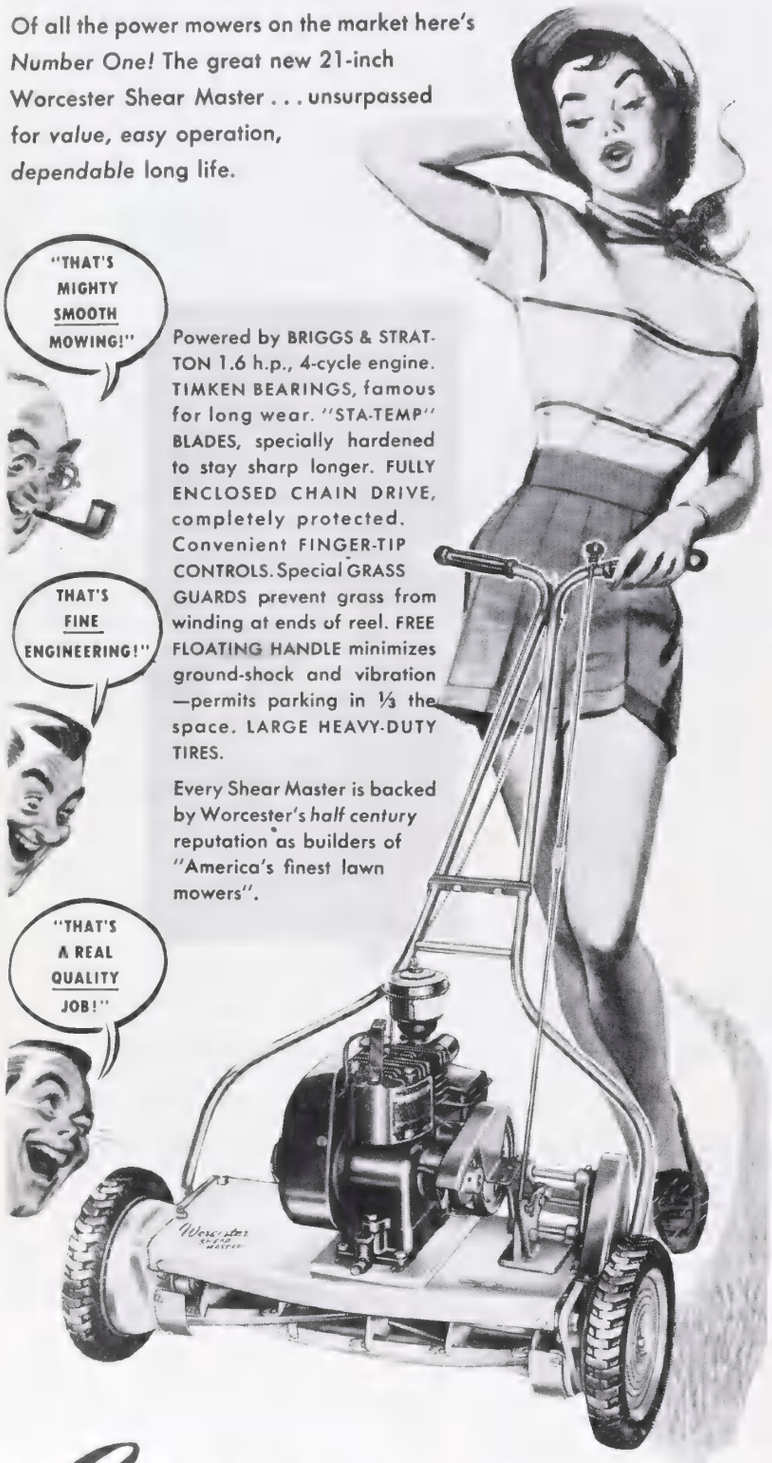
THE OLDEST AND LARGEST TREE SAVING SERVICE IN THE WORLD

DAVEY TREE EXPERT COMPANY • KENT 2, OHIO
MARTIN L. DAVEY, Jr., PRESIDENT



Really Built!

Of all the power mowers on the market here's *Number One!* The great new 21-inch Worcester Shear Master . . . unsurpassed for *value, easy* operation, *dependable* long life.



Powered by BRIGGS & STRATTON 1.6 h.p., 4-cycle engine. TIMKEN BEARINGS, famous for long wear. "STA-TEMP" BLADES, specially hardened to stay sharp longer. FULLY ENCLOSED CHAIN DRIVE, completely protected. Convenient FINGER-TIP CONTROLS. Special GRASS GUARDS prevent grass from winding at ends of reel. FREE FLOATING HANDLE minimizes ground-shock and vibration —permits parking in ⅓ the space. LARGE HEAVY-DUTY TIRES.

Every Shear Master is backed by Worcester's *half century* reputation as builders of "America's finest lawn mowers".

Worcester 21-inch SHEAR MASTER

WORCESTER LAWN MOWER COMPANY
Division of Savage Arms Corporation
94 Broadway, Chicopee Falls, Mass.

Please send me free my copy of the new Worcester lawn mower folder.

NAME_____

ADDRESS_____

TOWN_____ ZONE____ STATE_____

FREE

Tips on how to have a beautiful lawn are a valuable and authoritative feature of Worcester's new lawn mower folder. Mail coupon today for your copy.

MAY IN YOUR VICTORY GARDEN

CONTINUED FROM PRECEDING PAGE

rows just before the weatherman says to expect rain, or prior to watering manually. The chemicals are naturally dissolved and pass into the soil without having to tease them in with a rake.

All hardy vegetables are in now. Some of them have broken ground —lettuce, peas, spinach, radishes, and turnips. Cabbage, cauliflower, and broccoli are temporarily under "Hotkaps"—just in case. A second planting of them will be made around the fifteenth. Above the latitude of New York City you can try peas again if they're inserted into the cool sub-soil about four inches down. Beets, carrots, cauliflower, celery, chard, and mustard should be set out around the fifteenth also.

The time to plant is always a problem since it is related to the last frost—which doesn't always arrive on schedule. I go by the information given in the Miscellaneous Pamphlet Number 538, issued by the Department of Agriculture in Washington, D. C. My neighbor judges his dates by the oak trees on his property. When their leaves unfold, he knows frost is over and it is time to plant tender vegetables: beans and limas, okra and melons, tomatoes and cucumbers, squash, peppers, and corn. He gets excellent results with this formula. I've also heard that 10 to 15 days after dogwood blooms is another rule-of-thumb for cold-tender vegetables.

I'm a lazy gardener. It has been years since I raised my own transplants. I buy cabbage and tomato seedlings from the nursery—and in as many other varieties as are offered. Even with this expense, incredible amount of money saved when compared with wh I would have to spend for food a produce market.

Cloche gardening is a good way getting vegetables on your table a hurry. Glass panes or "Hotkap set over early-planted tomatoes a cucumbers will give you a two- four-week head start.

The insect hordes erupt—here Connecticut—with fantastic lence. None today— thousands morrow. Unless the spray gun been taken out of storage *and early* all-purpose spray or dust plied, aphids appear in abundar Leaf hoppers leave their tiny wh punctures on the underside spinach leaves. Thrips begin scar the beans. Holes in tom leaves herald the arrival of beetles. And all too soon thereaf Mexican-bean beetles skeleto leaves, or striped cucumber bee begin to puncture them.

Gardening in California was ne like this. There the infestati often are slow and can be stopp as it were, on the wing. In east a spray or dust gun must an intimate companion twice month if vegetables are to re the table in prime condition. vention, not cure, is the byword

May is the month of weeds. C vate lightly, if you must cultiv before you spray. A fungicide s ing on to the ground helps down the spread of fungus spo

I don't expect to cultivate, ever, this year. So far, the weeds that have appeared

DUBOIS
Reg. U. S. Pat. Off.
WOVEN WOOD FENCE



Affords privacy and protection. Beautifies and screens from automobile glare. For country estate, suburban home, city lot or penthouse. Makes a lovely background for garden vines and plants. Moderate prices. Easy to erect. Never requires painting. Lasts for a generation.
3 styles—Close Woven—Close Cleft
Open Cleft
Heights 18", 3' 10", 4' 11", 6' 6" & 8'



DUBOIS Old Fashio
Post and Rail Fenc

The favorite fence for suburban and try homes. Hand split chestnut, with chestnut or locust posts. 2, 3 or 4 rail s 4 feet high, creosoted post ends. Also makers of DuBois 4 and 5 Bar Hu

Write for free folders

DUBOIS
FENCE & GARDEN CO.,
342 Madison Ave., N. Y., N.
Ridgefield N. J. 3990 Chevy Cha Los Angel

hand-picked in a matter of moments. The trick was accomplished by thorough fall preparation of the ground, a spring reworking, and a *mulch*.

There's no getting around it. Mulching is the gardener's best friend. An inch or two of chopped straw, dried grass clippings, coarse compost, old and well-ground manure (or what-have-you) will smother many weeds. It also maintains an even soil moisture (you can go off for a week or two and not worry about your plants drying out), and keeps the soil from packing over the seed rows.

Seed rows aren't heavily *mulched*, though as the seeds germinate and the plants mature, it is thickened. I have learned that this practice puzzles maggots and cuts down their depredations. Yet I still insure the health of cabbages and cauliflower by inserting tar-paper discs about their stems. I'm rather lazy and buy mine, but you can make them quickly if you wish.

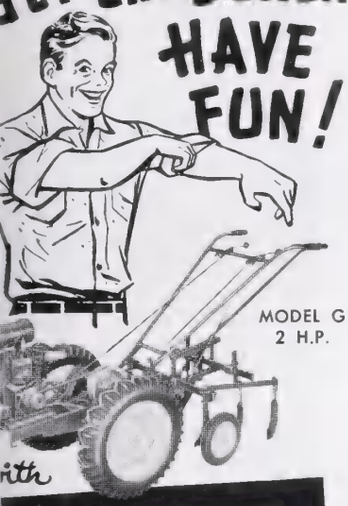
The dwarf fruit trees that were tucked in behind a low-growing rhododendron hedge two years ago have had their first dusting as the flower buds opened. Ten days later they will get their second treatment. During the flowering period they are left untouched, since the poison that kills cankerworms and codling moths also kill the bees that pollenate the flowers. After fruit-set, the dusting is continued two or three times until the fruit is an inch or so in diameter.

The size of the fruit from dwarf trees is amazing. It is just as large as standard tree fruits and a good deal more luscious. Sun-ripened, they have a flavor which fruit markets can't duplicate. This year I anticipate a full bushel of apples from each of the McIntosh dwarfs; the same for the Anjou pears. Dwarfs regularly mature and produce fruit three to five years earlier than standards, and area for area out-produce them as well.

Go easy on fruiting vegetables. Often I find myself planting more than I can use. Six tomato plants, inserted in the spinach row as it is emptied, will feed a family of four. One or two cabbage and cauliflower transplants set out every two weeks is nearly more than the family can eat gracefully. Four eggplants see me through the season.

(Continued on next page)

GET 'EM DONE.. HAVE FUN!



MODEL G 2 H.P.

ith WATERBURY Portable POWER

Precision built performance - ways better for year round utility

OVER 30 JOBS MADE EASIER!

our hardware or implement dealer.

TERBURY TOOL DIVISION
VICKERS INCORPORATED
BSIDIARY OF THE SPERRY CORPORATION
AURORA ST., WATERBURY 20, CONN.

otin' around..by BENE



"SEE...THE ROTO-ROOTER SERVICEMAN DIDN'T HAVE TO DIG UP THE YARD...!"

an avoid the mess and expense of digw calling your local ROTO-ROOTER eman to thoroughly clean that clogged or drain pipe. The rapidly rotating on his electric ROTO-ROOTER mago into the line and kleen it all the way main sewer . . . s a shave. . . . Look OTO-ROOTER, al section, telebook.

ROTO-ROOTER SEWER SERVICE

ook . . . How to Eliminate Sewer Trouble
TO-ROOTER CORP.
Dept. H-9 Des Moines 14, Iowa
ATIONAL SERVICE AVAILABLE LOCALLY

RARE CACTI
WINDOW GARDENER'S DELIGHT
Our 1951 colored catalog lavishly illustrated. Hundreds pictured and described. Full cultural directions. A handbook of cactus lore FREE TO CUSTOMERS. JOHNSON CACTUS GARDENS
for reference 10c is appreciated for mail- For your copy Write Now to P O Box 43
N CACTUS GARDENS . . . PARAMOUNT, CALIF.

SUDDEN DEATH TO WEEDS



IT'S *EASY* TO KILL LAWN WEEDS, POISON IVY, POISON OAK, HONEYSUCKLE, RAGWEED with NEW, IMPROVED

WEEDONE®
THE WEED-KILLING MIRACLE

Weedone, the low volatile butoxy ethanol ester of 2,4-D and 2,4,5-T, kills dandelion, plantain, brambles and over 90 other weeds and woody plants. Does not give off vapors that injure flowers, vegetables and shrubs. Does not kill wanted grasses.

8-oz. can $1 1-qt. can $2.75
1-gal. can $6.95

HANDY PLASTIC APPLICATOR
New plastic Weedone sprayer can't cut or scratch hands. The cap makes ½-oz. measure, fits any screw-top gallon jug.
Only 49c

AMERICAN CHEMICAL PAINT COMPANY
AMBLER, PA.

HEY! YOU FORGOT MY TRANSPLANTONE®
hormone-vitamin combination



Vegetable Gardeners: Every time you set out tomato, cabbage, pepper plants, etc., use Transplantone and you'll bring most of them to maturity. Transplantone lessens transplanting shock, starts 'em growing faster.

Flower Gardeners: Use Transplantone to get healthier plants, finer blooms.

Trial packet 25c 3-oz. canister $1

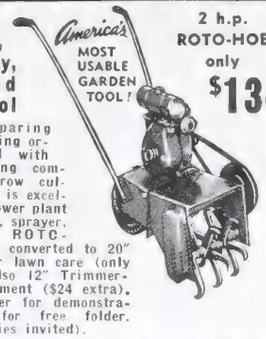
At your favorite garden-supply store. Or write

AMERICAN CHEMICAL PAINT COMPANY, AMBLER, PA.

ROTO-HOE

The pioneer complete, high-quality, low-priced garden tool

America's MOST USABLE GARDEN TOOL!



2 h.p. ROTO-HOE only $134

Ideal for preparing seed beds, mixing organic material with soil, pulverizing compost, between-row cultivation. Motor is excellent portable power plant for pump, saw, sprayer, grinder, etc. ROTO-HOE is easily converted to 20" Roto-Cutter for lawn care (only $40 extra). Also 12" Trimmer-Mulcher attachment ($24 extra). Ask your dealer for demonstration. Write for free folder. (Dealer inquiries invited).

ROTO-HOE & SPRAYER CO.
BOX 33, NOVELTY, OHIO

Tall Bearded IRIS

Heavy List of Rare Winning Varieties

Tomorrow's Iris priced for today. Surprisingly low prices for quality varieties.

Write for List FREE

Prices and descriptions. (We do not issue color catalog.) Rhizomes best anywhere—guaranteed to grow or we replace. Ask anyone who has dealt with us.

IRIS TEST GARDENS
Route 1, Box 805-B, Yakima, Wash.

DR. STOUT'S Daylilies

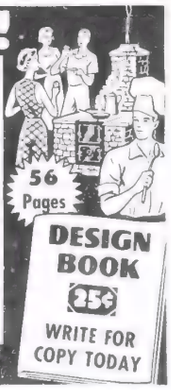
For more Garden beauty with less garden labor. Pest and disease free.

Thrive in any soil; from Alaska to Florida.

FREE CATALOG, except 10c Canada and West of Denver.

FARR NURSERY CO.
Box 251 Weiser Park, Pa.

HAVE FUN! with Your Own OUTDOOR FIREPLACE



It's easy to build yourself! Just add masonry to your choice of design—around one of these all-metal units and you have an outdoor fireplace that works right. Costs less! A true recreation spot—for family or guests—right in your own yard. Everyone loves to cook and eat outdoors! Choice of sizes and accessories available.

See your dealer, or send check or money order

Model OF-28
Size 21"x26"x13½"
Only $20.95

56 Pages DESIGN BOOK 25c WRITE FOR COPY TODAY

THE MAJESTIC COMPANY
277 Erie St., Huntington, Ind.

MAY IN YOUR VICTORY GARDEN

CONTINUED FROM PRECEDING PAGE

A five-foot row is ample for most vegetables, usually less, at each successive planting. Here are some figures to help avoid the feast and famine periods. Seasonally, one person can eat the produce from a 20-foot row of asparagus, a five-foot row of beans, a two-foot row of beets or carrots, a three-foot row of chard or collards, a three-foot row of lettuce or New Zealand spinach (ordinary spinach and mustard also), a one-foot seeding of radishes.

I like to plant the north end of the garden first. Then work progressively, week after week, southwards. All plants get their quota of sunlight from seedling to maturity. If corn is scheduled, a block on the north side is left unplanted or given over to early lettuce and spinach.

We had a large strawberry patch, the ever-bearing kind, back in California. Mulched with barnyard straw and fed with commercial plant food once a month, the yields were enviously good. Last year I tried the Great Bay variety of runners and the results were incredible. The ever-bearing strains produced about a quart of berries to each four or five plants for the season. The Great Bay gave a quart per plant for the first picking, almost that for the second. The taste is something like that of the Catskills, sweet and full-bodied. But give them plenty of plant food to support their extra heavy fruiting. This year I am trying the new Red Rich strawberry.

The white tomato is on my list to try this year—for the fun of it and to test another garden legend. Last year birds made a mess of the Globe fruits. And our neighbor, who knows such lore, said that birds wouldn't peck yellow tomatoes. So I've put some in (remembering Grandmother's tomato marmalade) and hope that the white tomatoes will create considerable excitement when served in a salad.

Somewhere a space is always left in the vegetable plot for a sampling of something new. Last year it was peanuts to edge the herbaceous border. The results were fantastic. The yellow flowers were beautiful. In the fall, after the frosts had burned the leaves, the plants were forked up, dried out in the garage, and the nuts enjoyed at various parties during the winter.

Another addition to the table was English Miniature Cress. You merely dust the seeds on a damp blotter in the bottom of a copper bowl, cover, and set on top of the refrigerator. As the seeds germinate, the cover is removed, and water is added as needed. When the seedlings are nicely along, the bowl is brought into the living room for a decorative addition. As cress is needed to spice up a salad bowl, it is cropped, diced, and served to rather astonished guests.

There's a seedless watermelon on the market this season. It looks good enough to try. About the size of the New Hampshire Midget and not too vigorous in growth. It shouldn't take up much room. Wonder what my neighbor will say when he doesn't have to bother with watermelon seeds?

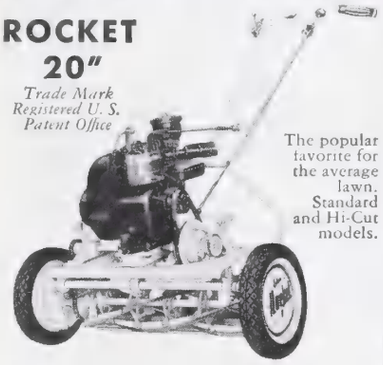
—Harry B. Logan

BUILT TO LAST!

Eclipse POWER LAWN MOWERS

ROCKET 20"

Trade Mark Registered U. S. Patent Office



The popular favorite for the average lawn. Standard and Hi-Cut models.

- Rugged Balanced Construction.
- Dependable 4-cycle Power.
- Sharp Durable Blades.
- Power-driven Wheels, Reel, Sharpener.
- All-Weather Finish.
- Positive Action Clutch.
- Patented Floating All-Steel, Natural-Grip Handles.

You can depend on an Eclipse to deliver outstanding performance year after year. Exclusive features, durability, operating simplicity, handling ease and economy represent a value never equalled. They result from over 50 years devoted solely to designing and producing the world's best lawn mowers. Your dealer will show you why Eclipse is your best buy for '51 and years to come.

HOW TO HAVE A MORE BEAUTIFUL LAWN



This *free* booklet contains authoritative information on building and maintaining a beautiful lawn. Written by an acknowledged expert. Send for your copy now.

THE ECLIPSE LAWN MOWER CO.
Division of Buffalo-Eclipse Corporation
1005 Railroad Street Prophetstown, Illinois

Eclipse Power Lawn Mowers are manufactured in Canada by MAXWELL, LIMITED, St. Mary's, Canada

POWER LAWN MOWERS BY Eclipse
A COMPLETE LINE OF HAND AND POWER MODELS

America's Favorite GRASS SHEAR

for a neater lawn with less effort



Ooo-Klip
LAWN and GARDEN TOOLS

USE Ooo-Klip Pruning Shears and Hedge Shears, too.

THE LEWIS BRO. & MFG. CO.

4 CYCLE
BRIGGS & STRATTON
GASOLINE ENGINES



the world's most widely used single-cylinder gasoline engines

Briggs & Stratton, the world's largest builder of 4-cycle, air-cooled, single cylinder gasoline engines—more than 30 years of continuous production, building more than 5,000,000 engines.

Briggs & Stratton Corp.
Milwaukee 1, Wis., U.S.A.

WATER 5 SEPARATE PLANTS AT ONE TIME



HOW SPRINKLEZE MAKES LARGER, BEAUTIFUL PLANTS, FAST

Amazing Sprinkleze is easily attached to the end of y garden hose. Then the 5 smaller plastic hose of Sp kleze can be placed to water 5 separate plants, shaped beds, borders, or large lawn areas! Your pl get more water from fan-like sprays, gentle as a sp rain. Grow faster and more beautiful with little tro to you. Hoses are of practically indestructible pla with brass sprinkler end. Can be left outdoors 'round. Complete unit consists of two 13 ft., two 9 and one 7 ft. hose. Weight only 2 pounds. Pat. Pe

SOLD ON MONEY BACK GUARANTEE. ORD TODAY for more beautiful plants. Complete unit $8.95. Colors: Black, Red or Green. Specify your cho We pay postage on prepaid orders.

Send check or money order today.

JONS MANUFACTURING CO.
406 Dantzler St. Dept. 50 St. Mathews, S

100 Imported Dutch BLOOMING SIZE GLADIOLUS

To get acquainted, we offer 65 beautiful rare varieties. CARDINAL SPELLMAN, GENERAL EISENHOWER, ROOSEVELT'S MEMORY, LEOPOLD STOKOWSKY, SNOW PRINCESS, SWEET SEVENTEEN, SILHOUETTE, etc. all magnificent. GUARANTEED TO BLOOM FIRST YEAR. Size 1½ to 2¼ in circumference. They'll grow stately and tall. This rainbow of bright reds, clear whites, flaming orange, etc. gladiolus Beauty bulbs. Send now! For 1¢ extra we include 100 bulbletts. Rush a dollar with name and address before they're sold out

99¢

yours for 99¢ for 100

IMPORTED BULBS, P. O. BOX 15
(Dept. 451 Cooper Sta., New York 3

INSTANT CONTROL in palm of your han



AUTOMATIC Lever Spray HOSE NOZZLE

Easy to use on your
- FLOWERS
- LAWN
- WALKS
- CAR, etc.

- Squeeze—it's on! Fine mist, sp or heavy stream at slight h pressure. Locks in position desi
- Release—it's off! Automatico No drips, no leaks. One Hand eration. Saves water, time, temper!

$1.69 from your supplier, or w

KAY PRODUCTS INDUST
1389 Sloane Ave. • Lakewood 7, O

WHAT CAMP *will* ... *the most for* MY *child*

Every year Cosmopolitan Magazin experienced, college-trained st helps hundreds of perplexed pare solve their children's summer pla ment problem. This individuali Camp Information Service is av able to you, too...

WITHOUT COST OR OBLIGATION

Just write, or telephone Colum 5-7300. Ext. 446, giving age of ch special hobbies or interests, appr mate rate you expect to pay and preferred location. Address Direc

COSMOPOLITAN CAMP DEPARTMENT
57th St. at 8th Avenue, New Yor

MIDSEASON SOWING

By Agnes Rothery

hen I was a beginning gardener I thought that one planted seeds the spring, gathered flowers and getables in the summer, and ied up the beds in the autumn, l that was all there was to it. followed this schedule for eral seasons, and was puzzled t my neighbors were cutting nach before mine was visible ve the ground, and that their nsies were in full bloom before tiny plants had arrived from the rseryman. Then I learned that re is almost as much planting be done in the autumn as in spring.

ery well, I would plant in the umn. I would plant daffodils iris in September, sow hardy ual seed and divide primroses in ober. In November I would lift lia bulbs and transplant roses. endid! I, therefore, doubled my ks of labor, divided my time leisure, and multiplied my cal- es.

s our modest domain extended my equally modest intelligence nded also, I realized that there good deal which must be at- ed to in February and March: ning, for instance; spraying, for nce; transplanting deciduous and shrubs, for instance. An- r two months gone to glory.

have now stumbled upon the ncerting information that the gardeners in our vicinity do an mous amount of midsummer ing. In July they plant peren- and biennial seed. In August set out oriental poppies and nna lilies, and plant radishes, e and bush beans, spinach, and collards. Surrounded by e, they plant more lettuce.

fact, during the two hottest hs, when one expects to loll sniffing the fragrance of the rs and enjoying the freshness me-grown vegetables, they are fertilizing, mulching, shading, ing, watering and weeding.

I succumbed to the autumn ule and must confess it has ed most satisfactory results. I mbed to the late winter sched- nd February and March find attering petunia seeds, and casting poppy seeds "Just be- the last light snow falls"— till wondering precisely how ows when this will be "light" last."

the midseason call to the hoe ne languid. When the zinnias are branching and blooming like mad, it is hard to be enthusiastic about planting more zinnia seed. When the garden yields all we can eat, and all our frozen food locker will store, it is difficult to rush forth and begin all over again: to plant chard where the corn so recently stood, and cucumbers where the onions flourished.

I have been pushed about day in and day out for weeks and months. I am bored with the whole business. I am like a woman with a comfortable middle-aged spread—in fact, *I* am a woman with a comfortable middle-aged spread—who, spurred by vanity or rebuked by fair example, grits her teeth and desperately decides to have lustrous hair, a chassis like a debutante's, and a skin you love to touch.

These charms had perhaps been hers in youth, just as her garden had been tenderly glowing in June, and she had accepted as inevitable that, with the passing of spring, they too would pass. She would depend upon other attractions to see her through the middle years and through the frosts of winter.

BUT NO! The clarion call of beauty specialists trumpets from magazine pages and pushes into a column of the daily paper. Personal representatives ring her door bell to sell cosmetics and enroll her in a correspondence course of calisthenics. Department stores ring up to offer bargains in cold creams and hair rinses and perfumes. Undeniably these eloquent propagandists will never cease from their importunities until the undertaker—or, more elegantly, the mortician—has given her her last going over.

I have long recognized that the editors of garden catalogs have enlisted the most persuasive writers extant to pen their luring descriptive pages. I now think that they, along with the writers of beauty advertisements, should be condemned as enemies to peace.

Wise old Ecclesiasticus, a few thousand years ago, stated explicitly that there was a time to plant and a time to pluck up what is planted. This implied, I once thought, there was also a time neither to plant nor pluck. I learned with a heavy heart that this is not so. If one is captive to a garden, one plants and plucks and

(Continued on next page)



This sign won't stop 'em!

Anchor Fence will!



AN ANCHOR CHAIN LINK FENCE will keep your property free of trespassers, animals and other nuisances . . . keep children from traffic . . . give *permanent* protection to your house and garden . . . add lasting beauty to your property.

You can have a sturdy Anchor Fence completely installed by factory-trained Anchor erectors at modest cost, on budget terms. *Write today* for free, illustrated pamphlet describing these exclusive Anchor features: deep driven anchors, square frame gates, square type construction. ANCHOR POST FENCE DIVISION, Anchor Post Products, Inc., 6510 Eastern Ave., Baltimore, 24, Maryland.

Anchor Fence

Nation-wide Sales and Erecting Service

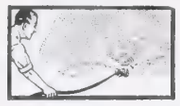
CRYSTAL MIST

REMOTE CONTROL

LAWN SPRINKLER

The Finest Sprinkler - Next to Rain

PRICE $7.75 SUBJECT TO CHANGE



A Slight Tug of Hose . . .

REGULATES SPRAY OR SHUTS OFF WATER



No Walking Back And Forth To Tap



CRYSTAL MIST Remote Control Sprinkler is an amazing development. It is saving home owners—hours of time—steps—hose and lawn damage. Just a simple tug on hose regulates spray from 45 ft. radius to 5 ft. or completely shuts off water.

ORDER TODAY - FULLY GUARANTEED

Enjoy the many advantages of Remote Control in CRYSTAL MIST SPRINKLER. Made and guaranteed by a company with over 40 years of experience. Operating parts are brass with corrosion-proof chrome and equipped with corrugated wheels to control the water valve.

If your dealer can't supply, send coupon NOW! TODAY!

CHICAGO ROLLER SKATE CO.

Sprinkler Division

4462 W. Lake St. Chicago 24, Ill.

If Your Dealer Can't Supply

SEND Coupon Today!

Chicago Roller Skate Co.,
4462 W. Lake St., Chicago 24, Ill.

Gentlemen: Enclosed find $ for CRYSTAL MIST SPRINKLERS fully GUARANTEED to give perfect satisfaction

PRINT NAME

ADDRESS

TOWN

STATE

Dealer's NAME

MIDSEASON SOWING

CONTINUED FROM PRECEDING PAGE

also prunes from earliest dawn of spring to the last twilight of autumn. Then if one is genuinely ambitious, one has a nice little greenhouse to occupy the months when the snow mercifully covers the ground outside.

Although I have given in to the demands of autumn and late winter, I have not succumbed to the greenhouse, and I dig in my heels in balky refusal to go out in August, and simply because I am confronted by some mellow vacant garden space and another cycle good growing weather, start planting late cabbage and ea carrots.

It seems to me contrary to g sense. I shall edit Ecclesiasticus suit my own philosophy. I sh consider midseason a time to my middle-aged spread spread shall permit myself and my gar to rest for a while, regardless whether the beetles have or h not ceased from troubling or aphids are at rest.



of bedroom beauty

Fincastle Fabrics make perfect "room mates" for bedroom decor. Patterns and colors are designed to "live together" in harmony. The wall hanging illustrated is an interesting abstract, Style No. J51-106, the bedspread top is a solid nubby weave, Style No. 3469, and the skirt is tweed, Style No. 3699 . . . all of practical, durable, captivating cotton.

Fincastle Fabrics

FOR DRAPERIES, BEDSPREADS SLIP COVERS and UPHOLSTERY

From living room to kitchen, there are Fincastle Fabrics that will do things for your home. Choose your own "good companions" at your favorite drapery shop or department store.

Send 10c in coin for your copy of "Interiors Beautiful" . . . helpful booklet full of decorating suggestions.

LOUISVILLE TEXTILES, INC., 1319 McHENRY ST., LOUISVILLE 4, KENTUCKY



Only the Thermador Electric Bilt-in Range gives you complete freedom of kitchen design. Cooking top and oven are separate units which can be installed in any location and height, to satisfy your own ideas of a functional kitchen arrangement; while the added storage space, adjacent to, or near the separate units is a real time and work saving feature. Made of lifetime stainless steel, these beautiful units blend well with all types of building materials: formica, tile, brick, linoleum, wood, and stainless steel.

PRICES: *SU4A (3 units & deep well cooker)* . . $145.00
Oven with Automatic Controls $165.00
Secondary Oven $153.00

WRITE FOR ILLUSTRATED FOLDER—*Prices F.O.B. Los Angeles*

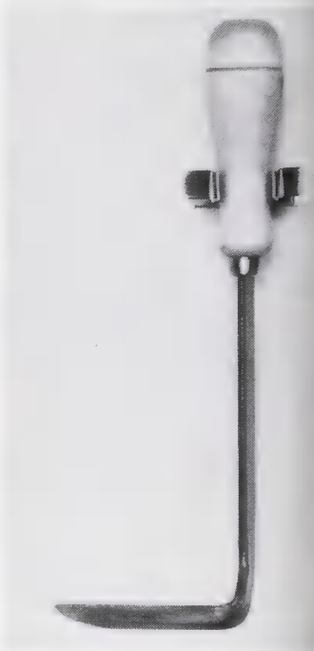
"Seven Leagues Ahead"

THERMADOR ELECTRICAL MANUFACTURING COMPANY
5119 DISTRICT BLVD. • LOS ANGELES 22, CALIF.

Work-savers for Gardeners

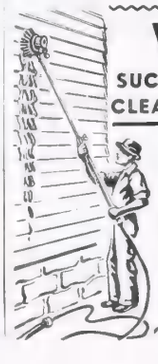
PHOTOGRAPHS BY GOTTSCHO-SCHLE





• "Sprowel" is one of the handiest garden tools you can own. It combines the versatility of a hand trowel with the toughness of a spade. Consumer Products Corp., South Bend, Indiana.

• The favorite hand weeder of C Cod seems little known outside area. Tuck Mfg. Co., Brockton, Fingergrip clip for its safe sto Arthur Pratt & Co., Fairfield, C



WASH YOUR HOME!

SUCCESSFUL HOUSE WASHER CLEANS LIKE NEW PAINT JOB!



Cleans Porch and Basement Floors
SAVES PAINT and MONEY
EASY TO USE!

Seven foot light extension hose on handle attaches to garden hose—valve controls soap, scrub and rinse operation. Has 2 ft. Telescope handle which opens to 6 ft. long. GUARANTEED not to leak. Supplied complete with sufficient detergent tablets to wash average two story home at only $14.95 POSTPAID. Short handle model pictured above, only $11.95. Made of aluminum and brass, both now in short supply. If restriction prevent delivery, your check will be returned immediately. ORDER DIRECT write for details.

TUCKER MFG. CO., Dept. HB-551, Cedar Rapids, Iow

OW TO BETTER YOUR HOME... BETTER YOUR LIVING

roducts advertised in HOUSE EAUTIFUL are your guide to satfaction. Ask for them by name "BETTER your home . . . better our LIVING." An asterisk (*) eside the name of a product incates that a booklet, or other formation is offered in the adrtisement. Write to the manucturers for your copies today.

Home Furnishings

BATHROOM ACCESSORIES

251 Counselor Streamlined Scales
252 Pearl-Wick Hampers

CHINA, GLASS, SILVER & TABLEWARE

18 *Alvin Sterling
232 *Amston Sterling
221 *Bing & Grondahl Danish Porcelain Figurines
237 *Brookpark Melmac Dinnerware
174 Cambridge Crystal
102 Cascade Pottery by Paden City
199 *Cemar Dip Dishes
5 Community Silverplate Hollowware
226 Danish Silver by Frigast
98 *Duncan Canterbury Crystal
200 Fenton Handmade Glass
185 Flintridge China Co.
190 Fostoria Colonial Dame Crystal
100 Franciscan Fine China
e Front
over Gorham Sterling Flatware
1 Gorham Sterling Hollowware
Back
over Heirloom Sterling
14 Imperial Candlewick Crystal
163 Libbey "Safedge" Crystal
234 *Pacific Silver Cloth
15 *Reed & Barton Silver Service
169 *Rose of Sharon Silver by Whiting
193 *Royal Doulton China
227 *Seneca Crystal
181 Frank Smith Sterling
226 *Spode Dinnerware
224 Sterling Fashioned Crystal
236 *Swedish Crystal-Brodegaard
, 91 *Towle "Contour" Sterling
237 *Tuttle Sterling
176 Viking's "Insignia" Smoker's Set
176 Viking's "Insignia" Vases
47 Wallace Sterling
238 *Westmoreland's Handmade Hobnail Crystal
242 *West Virginia Crystal
17 Russel Wright American Modern Dinnerware

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

48 *Boltaflex Plastic Upholstery
234 Brunschwig & Fils Decorative Fabrics
179 Cheney Fabrics
213 Conso Draw Pleat
262 *Fincastle Fabrics
94 Genuine Leather Upholstery
99 *Hathaway Curtain Fabrics
91 Masland Duran Upholstery Furniture
238 Saylerized Organdie Curtains
6 69 *Waverly's Glosheen Match Maker Fabrics

FIREPLACES & ACCESSORIES

259 *Majestic Outdoor Fireplaces

FLOOR COVERINGS (HARD SURFACE)

12 Goodyear Wingfoot Vinyl Flooring
47 *Mosaic Tile

FLOOR COVERINGS (RUGS & CARPETS)

202 Beattie Blended Carpets
93 *"Double-Twist" Broadloom Rugs
45 *Firth Broadlooms
12 *Flaxtex Rugs & Carpeting
78 *Klearflax Linen Carpets
71 Magee Carpets
38 *Magikist Rug Cleaning
21 Masland Beautiblend Broadlooms
01 Ozite Carpet Cushion
23 Powder-ene Rug Cleaner
165 Serenade, Bigelow Carpet
243 *Smoothedge Tackless Carpet Installation
241 *Priscilla Turner Hooked Rugs
192 Whittall Rugs & Carpets

FURNITURE

264 *Baker Furniture
164 *Bodart Furniture
48 *Boltaflex Upholstered Furniture
233 *Continental Bedroom Furniture
215 *Craddock Furniture
175 *Cushman Colonial Creations
96 *Dunbar Furniture
207 *Extensole Tables
167 *Ficks Reed Caribbean Casual
224 Futorian Furniture
254 Gallo Wrought Iron Mesh Furniture
252 *Habitant Knotty Pine Furniture
6 *Heritage-Henredon Furniture
243 Hickory Mfg. Co. Server
9, 10, 11 Hungerford Contemporary American Furniture
13 *Imperial Masters Tables
236 Jamestown Carol Nash Chair
70 *Johnson-Carper Fashion Trend Furniture
228 *Johnson Furniture Co.
59 *Karpen Brookfield Group
162 *Kittinger Furniture
201 *Kling Furniture
250 *La-Z-Boy Chair
196 *Modernize Custom Built Furniture
184 *Molla Wrought Iron Furniture
244 Romweber Furniture
222 *Rway Furniture
46 Salterini Neva-Rust Furniture
34 *Samson Folding Furniture
227 *Sieling Modern Furniture
246 *Sligh Furniture
171 *Statton Trutype Americana Furniture
194 Stickley Furniture Dressing
187 *Tell City Chairs
172 *Tibbenham Furniture
185 *Unique's Solid Knotty Pine Furniture
235 *Unité Night Stand
24 *White Furniture
198 *Whitney Maple Furniture
19 John Widdicomb Mid-Century Modern Furniture
88 Widdicomb's Fine Furniture
239 Widdicomb Furniture Co.
180 Woodard Wrought Iron Furniture

LINENS & BEDDING

58 Callaway Towels
84 Chatham Blankets
195 Fieldcrest Nylon Lace Tablecloths
81 Fieldcrest Sheets
219 Hi Jacs
60 *Needletuft Bedspreads
207 *North American Lace Cloth
36 North Star Blankets
8 Quaker Lace Cloths
177 St. Mary's Blankets
166 Springfield Wonderlight Blankets
57 Supercale by Wamsutta

MATTRESSES & PILLOWS

102 Playtex Superfoam Pillow
72 Sealy Tuftless Mattresses
89 *Spring-Air Mattresses

RADIOS, PIANOS, MUSICAL INSTRUMENTS, TELEVISION

106 Admiral Television
188 *Air King Television
238 *American Society of Piano Technicians
221 *Bremen Piano Corp.
240 Columbia Records
7 Dumont Television
20 G-E Black-Daylite Television
160 *Hammond Organ
97 Magnavox Television
233 Story & Clark Ranch Style Spinet
237 V-M Tri-O-Matic Phonograph
91 *Wurlitzer Organ

SHADES, BLINDS, WALL COVERINGS

103 Birge Wallpaper
209 Eastern Pre-Fab Blinds
82 *Kirsch Sunaire
207 Levolar Venetian Blinds
100 *Stockwell Wallpaper
218 Strahan Wallpapers
32 *Warner Wallpaper

MISCELLANEOUS FURNISHINGS

184 Syroco Wood Curio Cabinet
232 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

229 Deepfreeze Home Freezers
240 *Filtron Cold Water Coffee Extractor
208 G-E Disposall
249 Kingston Vacuum Cleaner
92 Philco Home Freezers
213 *Kitchen K-Veniences
228 Knapp Monarch Automatic Electric Corn Popper
219 Osterett Electric Mixer
205 *Permaglas Automatic Gas Water Heater
245 *Regina Electric Floor Polisher
197 Roper Gas Range
187 Ruud-Monel Hot Water Heater
262 *Thermador Bilt-In Electric Range
203 Universal Automatic Toaster
231 Universal Select-A-Range

KITCHEN CABINETS

230 *Lustertone Stainless Steel for Kitchens
214 *Lyon Kitchens
210 National Tutch Latch
35 *Youngstown Kitchens

MISCELLANEOUS SUPPLIES

238 Aristo Mats
262 *Tucker Mfg. Co.

Building

ELEVATORS

198 *Inclinator Home Elevators
243 *Sedgwick Elevator or Stair-Travelor
223 *Shepard HomeLift & EscaLift

HEATING, VENTILATING & AIR CONDITIONING

22, 23 *American-Standard Heating
215 *American-Standard Base Board Heating
225 *Bryant Automatic Gas Heating
170 *Hunter Package Attic Fan
223 *Ilg Ventilation
2, 3 *Minneapolis-Honeywell Thermostats
217 *Mueller Climatrol
250 *Oasis Air Drier
195 *Torrington Vairified Air Impeller
249 *Trade Wind Clipper Ventilator
241 *Webster Baseboard Heating
245 *Williams Oil-O-Matic

INSULATION

186 *Balsam-Wool Sealed Insulation
204 *Johns-Manville Asbestos Siding

PAINTS

225 *Cabot's Collopakes
217 *Cabot's Creosote Shingle Stains
189 *Colorizer Paints
243 *O'Brien Paints
214 *Minwax Wood Finishes & Waxes
239 *Ramuc Enamel For Pools

PLUMBING

22, 23 *American-Standard Plumbing
251 *Case Bathroom Fixtures
216 *Eljer Plumbing Fixtures

WINDOWS & DOORS

95 *Curtis Silentite Windows
69 *Modernfold Doors
186 National Guard Screen Door Grilles
253 *Perla Casement Windows
161 *Thermopane Windows
217 Sterling Hardware Sliding Doors

WOODWORK

241 *Parkay Hardwood Floors
83 *Weldwood Plywood
253 *Western Pines Ass'n

MISCELLANEOUS BUILDING

214 *Blue Ridge Patterned Glass
209 Church Plastic Wall Tile
209 *Cutler-Hammer Multi-Breaker
235 *Marble Institute of America
206 *Miami-Carey Bathroom Cabinets & Accessories
241 *No Drip Tape
220 *Perma-Stone
25 *Portland Cement Association
244 *Vikon Metal Tiles
211 Weirton Steel Tiles
214 *West Dodd Lightning Protection

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

256 Allenco Hose Accessories
261 *Anchor Fence
256 *Atco Motor Mower
260 Automatic Lever Spray Hose Nozzle
260 Briggs & Stratton Gasoline Engines for Garden Equipment
261 Crystal-Mist Lawn Sprinkler
260 Doo-Klip Grass Shear
258 *Dubois Fence & Garden Co.
260 *Eclipse Power Lawn Mower
256 *Habitant Wood Fence
260 Jons Sprinkler
255 Mist. Atomized Spray
255 *Pincor Power Mower
254 *Rusticraft Fences
257 *Sunbeam Hedge Trimmer
259 Waterbury Portable Mower
258 *Worcester Shear Master

FERTILIZERS & INSECTICIDES

255 DuPont Floral Dust
257 End-O-Pest
255 *Scotts Weed & Feed
259 *Roto-Hoe
248 Vigoro, End-O-Pest, End-O-Weed
259 Weedone & Transplantone

SEEDS, BULBS, NURSERIES

256 *W. Atlee Burpee
260 Imported Bulbs
259 *Iris Test Gardens
259 *Johnson Cactus Gardens
259 *Farr Nursery Co.

TREE EXPERTS

257 Davey Tree Expert

Automotive

33 Cadillac Motor Car
105 Packard Motor Car

Books

40 Marboro Books

Foods & Beverages

221 Cinzano Imported Vermouth
246 Cresta Blanca California Champagne
173 Dubonnet
239 Dry Sack Imported Sherry
242 Garnier Liqueurs
Inside Back Cover Miller High Life
235 Piper-Heidsieck
199 Remy Martin Cognac
182, 183 Martini & Rossi Imported Vermouth
241 *Spice Islands Co.
225 *Myers Jamaica Rum
215 Tribuno Vermouth

Travel

238 *La Province De Quebec
237 *New Brunswick Canada

Miscellaneous

239 *Baby's Shoes
239 *Carib-Trading
260 *Cosmopolitan Magazine Camp Dept.
256 Garden
241 Lowe's Jewelry Brokers
238 *Rose Smelting
259 *Roto-Rooter Corp.

Department, Furniture, Jewelry & Specialty Stores

13 Black, Starr & Gorham
16 Bloomingdale's
61 *Cartier
12 John A. Colby & Son
87 *Colten's
61 85 *J. F. Day Co.
19 Gilchrist's
38 Hammacher Schlemmer
39 Georg Jensen Inc.
62 Lord & Taylor
85 *R. H. Macy & Co.
41 Mermod-Jaccard-King
63 Carole Stupell

BETTER YOUR HOME · BETTER YOUR LIVING

FURNITURE
BY
BAKER

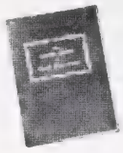
A special kind of furniture designed, built, and finished to please those who appreciate the finest.

To suit either traditional or contemporary taste, the Baker collection affords a unique choice of distinguished living room, dining room, and bedroom furniture . . . Right, fine Georgian Mahogany; Below left, pieces from the Far East collection; Right, typical of the classic Palladian group.









To receive your copy of the 48-page "Baker Guide to Good Furniture," please send 25c to Department 30.

Baker Furniture, Inc.
CABINET MAKERS
20 MILLING ROAD, HOLLAND, MICHIGAN

For the care of your fine furniture use "Old World Polish." One dollar.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS

House Beautiful

BURLINGAME
PUBLIC LIBRARY
Burlingame, Calif.



50c
55¢ IN CANADA

Heather for High Fashion

Set a proud table with *Heather*, the popular Fostoria "Master-Etching" . . . live with it and love it for every socially correct occasion. Give it to your favorite bride who dreams of high-fashion stemware. There's a frosty touch to every feathery frond, beautifully etched on a lucent bowl handmade by skilled American craftsmen. But *Heather is* only one of many famous Fostoria patterns, open stock, in scores of happy gifts. Available at the better stores . . . because Fostoria has a handmade quality everyone likes.

FOSTORIA GLASS COMPANY · · · MOUNDSVILLE, WEST VIRGINIA

PHOTO BY VICTOR KEPPLER





APPROACHING THE HOUSE on the circular drive, you are immediately aware that its rambling plan calls for a special kind of heating control.

NEW HEATING TREND CREATES

A wonderful new kind of comfort

By dividing your home into separate heating zones *now*, you can make sure of luxurious, *even* warmth next winter — and every winter to come.



THIS striking new home on a hi overlooking Lake Michigan in High land Park, Illinois, demonstrates how yo can have all the advantages of the moder ranch house plan without rusticity o extremes in functional design. And demonstrates, too, how the new trend i home heating control can give you lu urious, even warmth all winter long—in all parts of the house even where frigid lake winds accent January's rigors.

Architect Jerome Robert Cerny realized no ordinary heatin control system would do; knew a single thermostat—no matte where it was placed—would simply be a compromise with comfor

"When we had the floor plan worked out," says Mr. Cern "we saw we had three separate heating problems. The only wa to insure genuine comfort was to consider each area—livin sleeping and service—a separate heating zone."

And today, with a separate thermostat system controllin each zone, this home is comfortable throughout—no matt what the weather.

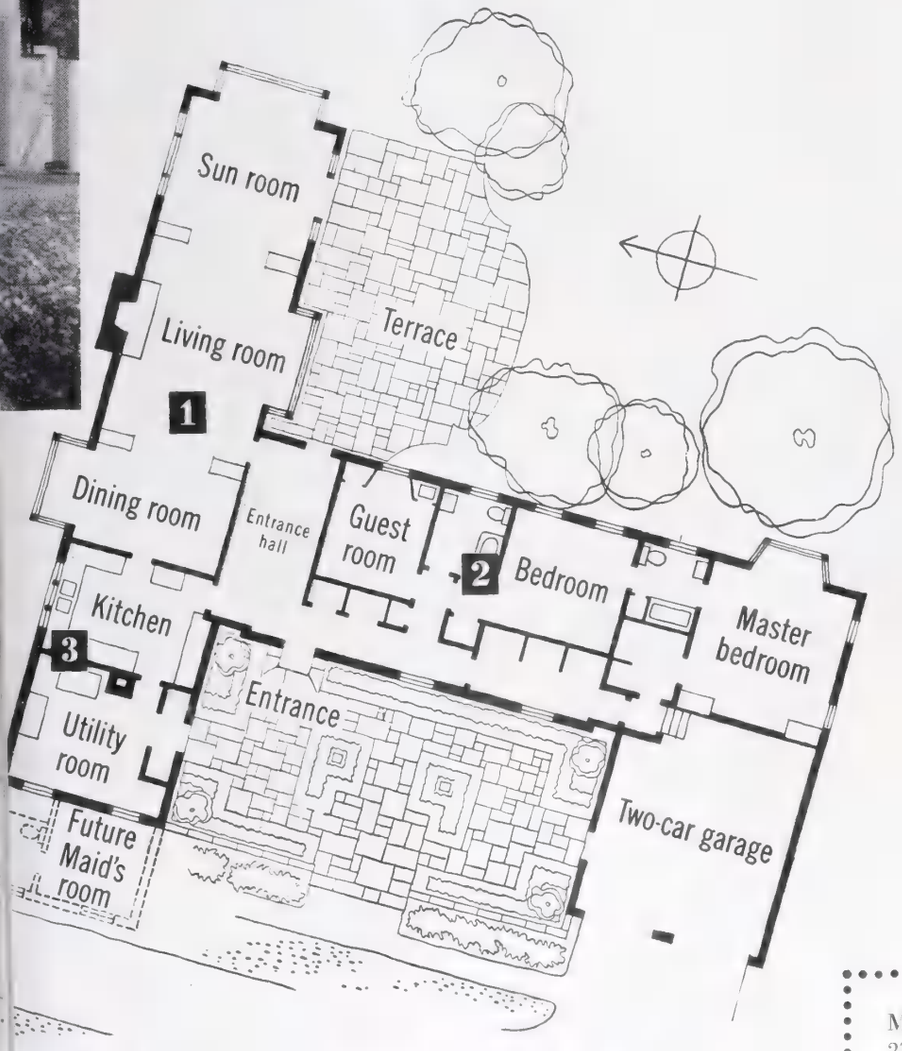
That's why *you*—if you would like to have luxurious, eve warmth all winter long—should ask your architect and heati engineer about Honeywell Zone Control. If you have the rig number of thermostats installed now, next winter you'll able to enjoy this wonderful new kind of comfort in your hom

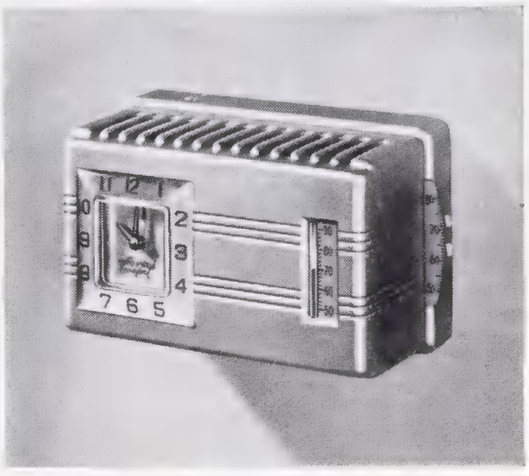


THE BROAD SOUTH WINDOW of the living room—in heating zone 1—looks out upon Lake Michigan, source of cooling winds in summer and chill blasts during the long winter months. These cold winds, alternating with winter sunshine, tend to vary heating requirements far more than in rooms not similarly situated. A thermostat located here would not be able to control satisfactorily the temperature in either the sleeping or service areas.



IF THIS BEDROOM—in heating zone 2—*and* the living room were dependent on the same thermostat for control, the heating would often be out of balance. But Zone Control, with a thermostat here as well as in the living area, compensates for occupancy and exposure differences—and makes it possible to maintain lowered bedroom temperatures. The service area—in zone 3—has its own thermostat—to meet an entirely different set of heating problems.





HONEYWELL CLOCK THERMOSTAT

Owners say it's wonderful because it turns down the heat—automatically—when you go to bed, and gives you a nice cool room to sleep in: turns *up* the heat—automatically—while you're still asleep, and your home is warm when you get up. Saves you fuel, besides! Ask your architect, heating engineer or heating dealer about the new Honeywell Thermostats and other automatic heating controls that can make *your* heating system a *better* heating system. Whether you're thinking of buying a new heating plant or modernizing your present one, make sure you get *Honeywell* Controls.

MINNEAPOLIS
Honeywell
First in Controls

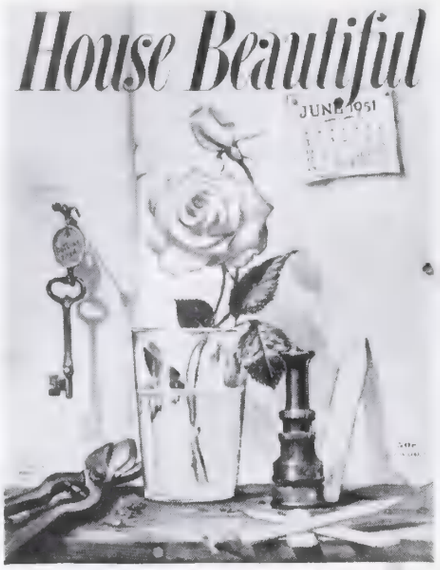
MINNEAPOLIS-HONEYWELL REGULATOR CO.
2741 Fourth Ave., South
Minneapolis 8, Minn.

Please send me your free booklet "Plan to Enjoy a New Concept of Living Comfort in Your Home."

Name.....

Address.....

City.....*Zone*.....*State*.....



The magazine dedicated to the business of better living

ELIZABETH GORDON
Editor
RICHARD E. BERLIN
President
RICHARD A. HOEFER
Publisher

FRANCES TAYLOR HEARD
Home Furnishings Editor
WALLACE F. HAINLINE
Art Director
ROBERT W. CARRICK
Managing Editor
CHARLOTTE EATON CONWAY
Equipment and Appliances
JAMES MARSTON FITCH
Architectural Editor
MARION GOUGH
General Features and Textiles
PATRICIA GUINAN
Window Shopping
JEAN HARRIS
Food Editor
DR. JOSEPH E. HOWLAND
Garden Editor
HELEN LITTLE
Merchandise Editor
SARA LITTLE
Decoration
ELAINE NEAL
Decorating Adviser
JULIE POLSHEK
"It's Worth Mentioning"
MARY ROCHE
News Editor
MARION ROWLAND
Copy Editor
MARY SHEPHERD
Decoration
VIRGINIA STANTON
Party Editor
LAURA TANNER
Decoration
RICHARD WILLIAMS
Music
KENNETH YOUNG
Decoration

STAFF CONSULTANTS

MILES L. COLEAN
Housing Adviser
JULIUS GREGORY
Landscape Architect
CARL FOSS
Color Consultant
CLIFF MAY
Construction
RAYMOND RITCHIE
Assoc. M. Amer. Soc. C. E.

● Roses are at their finest all over America this month. Roses came to us from all parts of the world, but the modern roses in greatest favor—the hybrid teas and the many-flowered floribundas—are American. The best of these are awarded the coveted "All America" title after testing in official trial gardens in all parts of the country for three years. The "All America" roses for 1952 that make their bow this month are: Vogue, Helen Traubel, and Fred Howard. They are illustrated on pages 194-195. Cover painting of the classic red rose by William Ward Beecher.

Vol. 93

JUNE 1951

BUILDING

In America Nothing Is Ever Good Enough....81
The "Perfect" House That Wasn't Good Enough....82-83
The New Heated Terrace Improved Their Living 200%....84-85
They Built Better Music into the Living Room....86-87
They Doubled Their Dining Room....88-89
They Bettered the Best Kitchen....90-91
A House that Says Made in America....103-111
Naturalistic Needn't Mean Rustic....112-115
Remodeled Thinking Made Over This Kitchen....120-127

DECORATING

Is There an American Style in Art?....92-93
There's Increasing Evidence of America's Own Style....94-95
Our Newest Rugs Show Their Homespun Heritage....96-97
Modern Gets More Human All the Time....98-99
Wallpapers Have a Nostalgic Newness....100-102
A House That Says Made in America....103-111
Naturalistic Needn't Mean Rustic....112-115
Decorator's Diary....177-178

THE DAILY ARTS OF GOOD LIVING AND FOOD

How to Use Recipes....116-117
Gelatine, Escalator to Cooking Freedom....118-119
How to Cook with a Slightly Foreign Accent....128-129
Pantry Shelf News....171-173

CLIMATE CONTROL

It's Cooler in the Suburbs....132

GARDENING

Iris Produce Armfuls of Flowers for Little Work....130-131
Why Make Gardening Such Hard Work?....131
Work-savers for Gardeners....155
Good Design Makes Gardening Easier....158
Still Time to Plant Your Victory Garden....186
You Can't Make Your Own Rules About the New Weed Killers....190-192
Introducing the 1952 All-America Roses....194-195

HOUSEKEEPING AND MAINTENANCE

Remodeled Thinking Made Over This Kitchen....120-127
Take It Easy, Lady!....152-154
It's Worth Mentioning....70

TRAVEL

How to Leave Home and Like It....76

OTHER FEATURES

Window Shopping....14-62
The Maestro....8

ADVERTISING INDEX....203

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES, INC., 572 MADISON AVE., NEW YORK 22, N.Y. WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD; RICHARD E. BERLIN, PRESIDENT; JOHN RANDOLPH HEARST, VICE-PRES.; GEORGE HEARST, VICE-PRES.; FRED LEWIS, VICE-PRES. ■ TREASURER: A. S. MOORE, VICE-PRES.; ROBERT E. HAIG, VICE-PRES.; RICHARD A. HOEFER, VICE-PRES.; R. F. MC CAULEY, SECRETARY. COPYRIGHT 1951 BY HEARST MAGAZINES, INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., BOSTON 16; 919 WEST MADISON ST., CHICAGO 7; 1700 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 17; 530 HEARST BLDG., SAN FRANCISCO 3; RHODES-HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $5.00 FOR ONE YEAR; $7.50 FOR TWO YEARS; $10.00 FOR THREE YEARS. CANADA, $5.50 FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN, $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS, GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPT WILL BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "CLIMATE CONTROL," "WINDOW SHOPPING." REGISTRATION PENDING, "PACE-SETTER." RE-ENTERED AS SECOND CLASS MATTER OCTOBER 1, 1943, AT THE POST OFFICE, NEW YORK, UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO EASTERN PRESS, INC.

CONTOUR *created by Towle for today's living . . .*

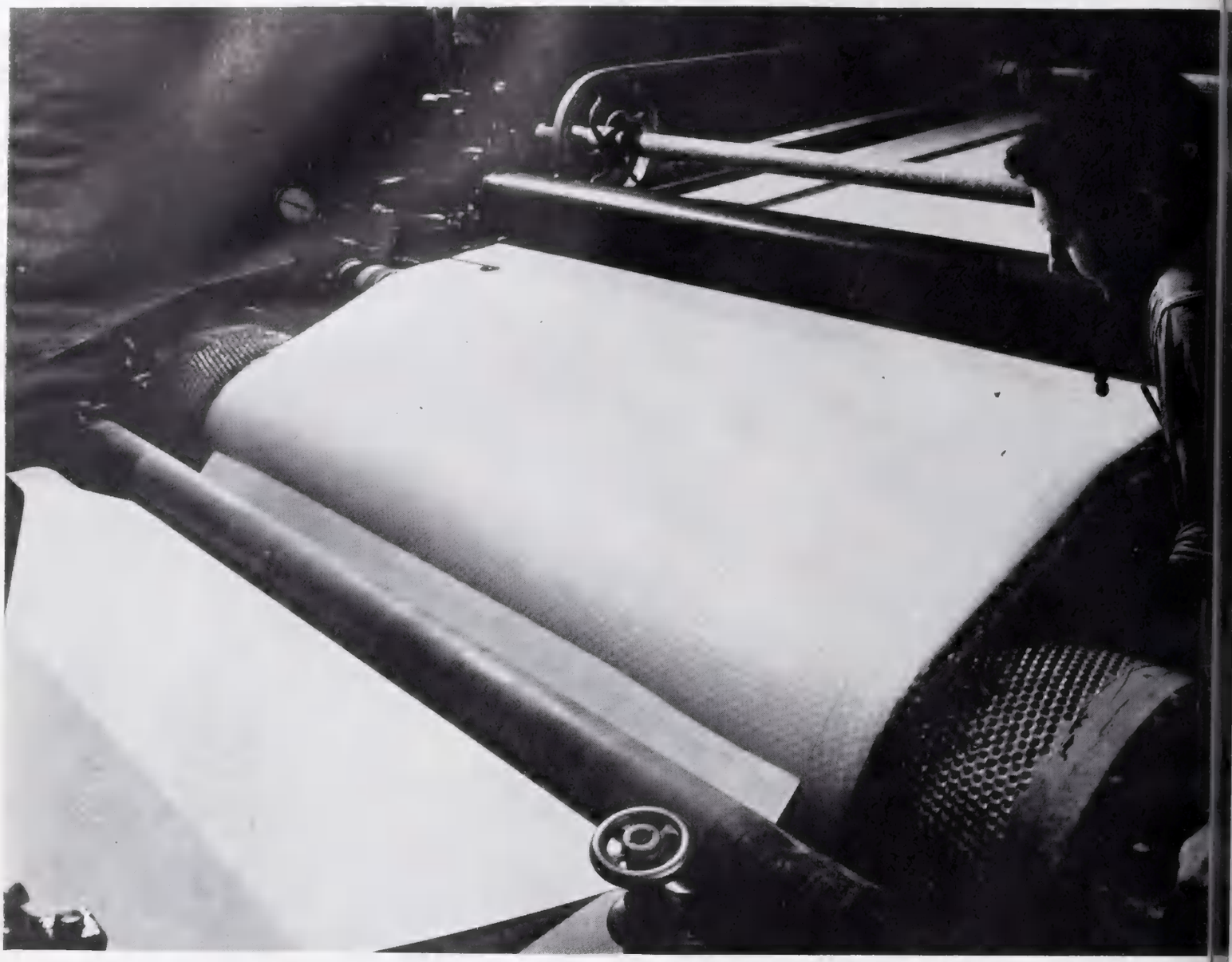
A *fine new Sterling pattern made by* TOWLE *for the emerging American way of life.*

Serene and elegant, CONTOUR *is a "classic" at home with fine things of all periods. Beautiful in the hand, beautiful in motion—*

CONTOUR, *a pattern in solid silver that is free, unruffled, and at ease.*



MARKING THE 150TH YEAR OF MAKING CRANE'S FINE PAPE



The "wet end" of the paper machine. At this point the Crane watermark (which you see when you hold a sheet of Crane's to the light) is formed in the paper.

Every sheet of Crane's reveals the skill and experience of 150 years of ma
Crane's Fine Papers . . . made now as in 1801 . . . from cotton and linen fibres only. No other papers ser so many important purposes with such distinction or afford you so much pleasure and pride in their use.

Crane's

FINE PAPERS

Made in Dalton, Massachusetts

FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY SECURITIES • TRACING • CARBON • BIBLE PAPERS

1801 X 195

...in WALLPAPER...



YOU BUY *BEAUTY*...WHEN YOU BUY Birge

There's more loveliness than you ever imagined . . . in rooms enriched with the stunning colors and decorative distinction of new Birge Wallpapers. Most of these superbly printed, washable and fade-tested papers are color-coordinated, for greater ease in establishing room-to-room color harmony.

Never has wallpaper contributed so much in helping *furnish* a home! Sparkling new ideas greet you again and again among the hundreds of 1951 Birge patterns now on display at leading stores and decorators Always look for the name "Birge" . . . leader in wallpaper since 1834.



THE BIRGE COMPANY, INC., BUFFALO 1, N. Y.

you buy Beauty from a BIRGE BOOK!

It costs so little to own the finest!



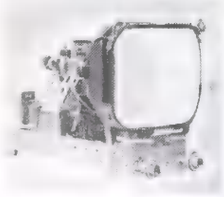


BLACK-DAYLITE TELEVISION

IT'S WISE to look at television as a long-term investment. The set that delivers lasting satisfaction is your smartest buy. Why compromise with less when it costs so little to own the finest General Electric? Model 17C109 gives you real-as-life pictures three times the size of a 10" on its 17-inch tube... simplest tuning ever... hand-rubbed genuine mahogany veneered cabinet with finely figured doors, concealed casters. Here's everything you'll ever want in television for only **$399.95*** *Incl. Fed. Excise tax.*

General Electric Company, Electronics Park, Syracuse, N. Y.

Installation and Picture Tube Protection Plan extra.
Prices subject to change without notice, slightly higher West and South.



POWERFUL G-E CHASSIS. Gives you the performance you need for dependable reception and long life.



MAGNIFICENT FM SOUND. Deluxe 12-inch Dynapower speaker brings you the rich, full beauty of FM.



EASY ON YOUR EYES PICTURES. Pictures are sharp, clear, steady on the 17-inch rectangular black tube.

You can put your confidence in—

GENERAL ELECTRIC

The Maestro



NBC

By Richard Williams

The most discussed musical personality of our times, the observed of all observers, the musician richly spun about with legend and anecdote—he is, of course, Arturo Toscanini. To me, as to most people who are regular concert-goers and who take a deep interest in symphonic music, he is the incomparable conductor, the man who stands for the noblest kind of music making.

He has proved the obvious, which yet is constantly in need of fresh proof: that talent can become greater when it is backed by spiritual health, that endowment and ability are refined and refreshed in the crucible of character. Toscanini's musical endowment is inseparable from the strength of his artistic character. Genius and study combine, intuition and hard work flow together, soft sensitivity and flinty exigence amalgamate, and the result is that peculiarly exciting event, a Toscanini performance.

Toscanini has also proved that the best is not necessarily inaccessible. The man whom the experts most admire is also the most popular with the broad public. He is first in the hearts of all those of his adopted countrymen who love music. This was proved when he and the NBC Orchestra made a tour of the country in the spring of 1950. People not only traveled miles to hear him, but stood in the streets hoping to get a glimpse of him after the concert, and when his train pulled out of the station they ran the train, waving and sho their thanks.

Biographies of living pe are usually not very effe Time is needed for appr Time is also needed to s away the veneer of tact and sideration to which a living son may lay claim.

Nevertheless, the first length biography of Toscan a welcome book. I say length," by which I mean not that the book has a respec number of pages, but that respectable in its seriousnes in the amount of researc pended on the subject. The vious little biographies of nini, such as the one by Stefan and one by Tobia N were not much more than bowls filled with anecdotal ch

The Maestro is written by ard Taubman, music editor New York *Times*, a writer not unfamiliar to the read this magazine. Mr. Taub qualifications for writing s book are several: He has ad Toscanini for many years, has most of his concerts, and att many of the rehearsals. Last Taubman went along on p Toscanini's cross-country Traveling on the special tra had an opportunity to talk t canini during the long hours the train crossed Kansas and Lastly, Mr. Taubman ha much experience as a report

(Continued on page 7

NEW *Twin Beauties*

by **KROEHLER**



"Twin Beauties" make perfect TV viewing...

and will add new joy to any living room. These modern, serpentine styles are the newest Kroehler creations. See them now at your Authorized Kroehler Dealer in luxurious fabrics and radiant, new, decorator colors. Choose Kroehler Cushionized* Furniture for lasting beauty, extra comfort, longer wear.

*Reg. U. S. Pat. Off.





The "Twin Beauties" make charming companions for your TV



KROEHLER *Furniture*

(Say KRAY-LER)

WORLD'S LARGEST FURNITURE MANUFACTURER

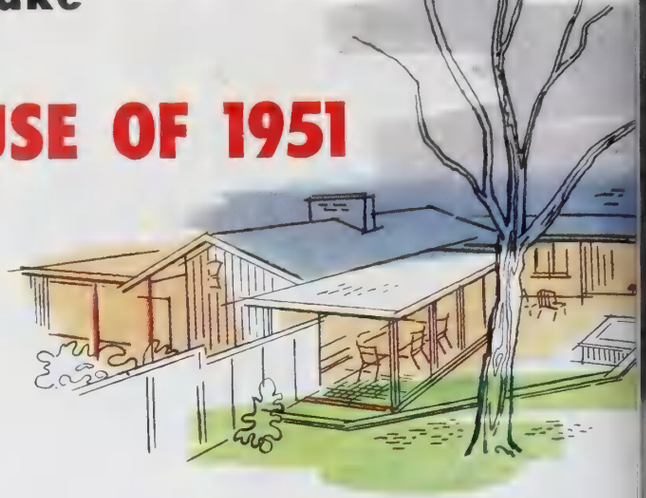
General Offices: Chicago 11, Illinois. In Canada: Stratford, Ont.

how MOSAIC tile helped make

THE PACESETTER HOUSE OF 1951

a spectacular success

The editors of "House Beautiful" have pioneered some unusually practical uses for Mosaic Tile in modern residences, where easier, more carefree living is the growing pattern.



The "House Beautiful" Pacesetter House of 1951, at Dobbs Ferry, New York.



THE OUTDOOR living room the rich, earthy ed of the Mosaic Granitex Tile floor blends per- ectly with its garden setting. Continuous traffic om the garden areas across this floor will never ar its surface or texture. Neither sun nor eather will change its permanent color.

ose this floor daily, if you wish, for Mosaic ile is impervious to moisture and stains.

Floor—Granitex Mosaic, Pattern No. 1779-A3.



BLUE FAIENCE TILE is an ever-beautiful finish on the sides of this combination serving bar and cooking peninsula. The hand-crafted appearance of Faience aids in blending the casual character of the living-dining area with the trim efficiency of this ultra-modern kitchen. Other types of Mosaic Tile are used on work counters, splash boards and walls for the utmost in easy cleaning and lasting beauty.

Peninsula—6" x 6" Faience color No. 2102.



MOSAIC TILE in this bathroom will turn in top performance for the life of the house because water and moisture will never affect the tile nor the cement in which it is set.

The vanity top and the floor are unglazed ceramics, an especially hard and durable type of Mosaic Tile, with permanent color throughout its wear-proof body.

Harmonitone wall tile color—No. 161.
Vanity top and floor color—No. 201 Velvetex.

esetter *House* graphically introduces aic Tile as an outstanding residential and wall material. Its beauty and bility are legendary and unquestioned. annot store dust to be stirred up and ulated through the air. These character- s, available in no other material, mean eaner home, a healthier home with far time spent on housekeeping.

use Beautiful" recognized all these ities in Mosaic Tile, used it freely in *esetter House* to show how owners may more value for their building and re- eling dollar.

other material offers so much or takes wear of years so gracefully.

Editors of House Beautiful have illus- d the diversified uses for the many types osaic Tile by using this versatile mate- n every room in the *Pacesetter House.*

er of attraction in *Pacesetter House* is truly magnificent and really dis- ished floor-to-ceiling fireplace wall, n serves also as a decorative partition en living and dining areas. Made of ic Faience Tile, in a special design, its s are there to stay; can't fade or bleach. of living and dining area is Granitex c, which is also used on the floor of tdoor living room.

—fireplace wall Mosaic Faience Tile, pattern No. 6056.

Granitex Mosaic, pattern No. 1779-A3.

ON THE FLOOR at the windows in the master bedroom, Mosaic Faience Tile, in a delightful green, is used as an "indoor greenhouse."

Here your favorite plants live in ideal atmosphere, on a floor that will never stain and which is so easy to clean. All you'll need is a damp cloth.

Mosaic Faience Tile—Color No. 2164.

NO MATERIAL is more practical for window sills and window shelves. Here Mosaic Granitex are used as a broad under-window shelf—fine for plants, books, knick-knacks—an ideal combination of durability and attractive, decorative texture.

Shelf is Granitex Mosaic, color No. 1228.







THE DINING ROOM FLOOR is a continuation of the living room floor, a feature that contributes to the feeling of spaciousness which is apparent throughout the entire plan of *Pacesetter House.*



WE'D LIKE EVERYONE to see *Pacesetter House* for themselves. It is open to the public until July 1. The house is at Dobbs Ferry, New York., up the Hudson River from New York City. And when you build or remodel, be sure to consider the possibilities of Mosaic Tile for your walls and floors.
Your local tile contractor, architect or builder will be happy to tell you how Mosaic Tile can serve your needs.

MOSAIC TILE COMPANY
Offices—Zanesville, Ohio
Tile Council of America

MOSAIC

SHOWROOMS, OFFICES AND WAREHOUSES ACROSS THE NATION—OVER 4000 TILE CONTRACTORS TO SERVE YOU

al fresco PRINTS

—but wonderful for a modern setting!

Bold, free-hand designs executed with a hand-blocked air on washable, color-fast rayon cloth—landscape colors (Bark, Moss Green, Stone Grey, Rose Brick)—for smart tables inside or terrace-side this summer.



HORSE SHOW...in Stone Grey, Bark, Rose Brick (shown); also combinations of Moss Green and Sprout; Bark, Sprout and Stone Grey.



HEDGEROW...Bark, Stone Grey and Sprout (shown); also combinations of Stone Grey, Bark, Rose Brick; Moss Green and Sprout.



Imperial Glasses

COURTYARD...Moss Green, Sprout (shown); also Flame and Stone; Rose Brick, Stone and Moss.

Medallia (a 4x4 inch size, about $5; in 54 x 72 inch size, about $7; napkins about 70¢ each.

by

MARION DORN

for

Simtex

A SIMTEX DESIGNER COLLECTION ONLY AT THE FOLLOWING STORES:

B. Altman & Co., Fifth Ave. ..... New York
Marshall Field & Company ..... Chicago
Filene's ..... Boston
Barker Bros. ..... Los Angeles
The Dayton Co. ..... Minneapolis
The J. L. Hudson Company ..... Detroit
The Higbee Co. ..... Cleveland
Meier & Frank Co. ..... Portland
Famous-Barr Co. ..... St. Louis
Strawbridge & Clothier ... Philadelphia

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

Simtex Mills, Division of Swansea Company, 40 Worth St., N. Y. 13, N. Y.

SIMTEX COVERS MORE TABLES THAN ANY OTHER MAKER IN AMERICA



Guaranteed by Good Housekeeping

These Loveliest of All Curtains Are the Most Practical

ORGANDIE CURTAINS WITH SAYLERIZED PERMANENT FINISH ARE SWEEPING AHEAD TO TOP POPULARITY WITH WOMEN EVERYWHERE. AND HERE'S WHY:

1. Their billowy white, crisp beauty graces any room . . . modern or traditional . . . with breathtaking charm.
2. Their beauty and attractiveness endure through repeated launderings.
3. They launder beautifully, dry in a wink, require no starching or stretching.
4. Because of their smooth, sleek, starchless texture, they repel dirt, require fewer launderings, and thus wear better.
5. They retain their original size.
6. They remain crisp as toast even in damp weather.
7. They have good resistance to deterioration from sunlight.
8. Saylerized is a pure finish, containing no foreign materials to cause the curtains to turn yellow and become weak after laundering.

The name Saylerized on Organdie Curtains is your assurance of the finest . . . look for it!

SAYLERIZED®
PERMANENT FINISH
for Organdie Curtains

NEW

Tenite Brush Head—Won't Break
Durostyrene Bristles—Won't Mat

4ft

De Luxe "Wonder Wand"
CAR and HOME WASHER

Greatest Fountain Brush value ever!

Put car wash money back in your pocket! Simply attach new 1951 "Wonder Wand" to garden hose and flush away grime in 12 minutes in your Sunday best. It pays for itself in a few washings! Amazingly improved — has every wanted feature: colorful Eastman Tenite brush head a hammer can't break; 4 ft. handle of featherlite aluminum alloy; and big soft fountain brush of magic Durostyrene bristles (won't shed or mat). Gently scrubs, soaks, rinses as it cleans. Also for windows, porches, walls, boats, etc. Exclusive with Breck's by mail. Order today — stock is understandably limited. Order No. G265.



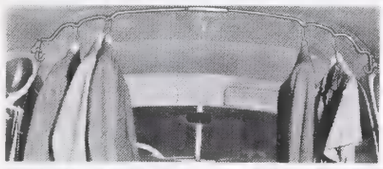
$4.95

MONEY BACK BY AIRMAIL if you don't say it's the best car washer buy on the market!

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1851

ORDER BY MAIL • POSTPAID & GUARANTEED
872 Breck Bldg., BOSTON 10, Mass.

AUTO CLOTHES RACK —PREVENTS WRINKLES!



Holds Up to 32 Garments FULL LENGTH!

Save cleaning and pressing—relieve packing troubles. HANG-ALL is amazingly easy to install in any car. Fits flush with roof of car—does not obstruct rear-view vision, or touch doors or windows. Out of the way—yet always ready for use. Holds up to 100 lbs. Instantly detachable. This is the original, patented HANG-ALL. Deluxe model—only $4.95, postpaid.

CAR TRAY—Makes Eating Easy in Your Automobile!



No more balancing food on steering wheel or dashboard of your car! Install Car Tray in minutes! Fits snugly under the cowl; swings out into any desired position. Ideal as writing desk, ladies' make-up aid, etc. Made of steel in chrome plate or baked enamel; rubber mountings guarantee absolute quiet; neutral color. $3.49 for enamel, $5.49 for deluxe chrome model. Add 25c for postage.

Send cash, check, money order—or items will be sent C.O.D. at prices indicated plus postage. 10-day money-back guarantee. Order NOW.

DAMAR DISTRIBUTING CO.
Dept. SC-60 22 Treat Place Newark 2, N. J.

Hagerstrom ORIGINAL

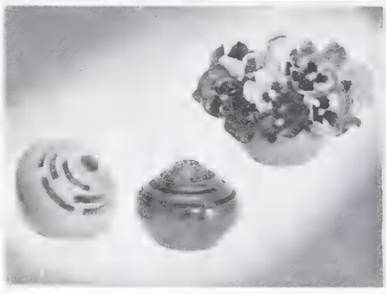


WINGED WANDERERS. A symmetrically designed weathervane with perfect balance. Moves freely on oil filled swivel. Made of weather-resistant metal, black finish. *27" wide, 32" high.* **$18.50.** *Size 30" x 40"* **$25.00,** *f.o.b. Wheeling.*

PROMPT SHIPMENT

Write For Free Catalog

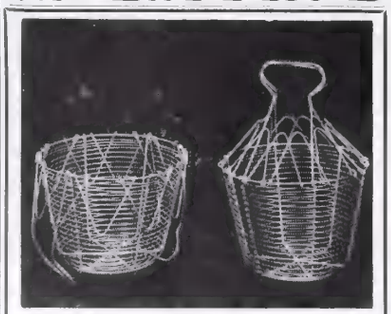
HAGERSTROM METALCRAFT STUDIO
Handcrafted Specialties since 1922—Weathervanes, Door Knockers, House Signs, Foot Scrapers, Mail Boxes, Fireplace Screens, etc.
41 Old Milwaukee Road, Wheeling, Ill.



Clever Vases . . . Clever Gifts for $2

These ingenious Pansy Vases are made of pottery . . . designed by Glenn Minshall, the noted potter. They are a gift any woman will appreciate and enjoy, for this clever design enables you to artfully arrange those hard to handle short stemmed flowers; can also be used as a frog. The Pansy Vases come in Grey-Green or Potter's Brown; 4" x 3½"; $2.00 ppd. Add 3% Sales Tax in California.

carmel Work center
P.O. Box 2923 Dept. B2
CARMEL-BY-THE-SEA, CALIFORNIA



Folding SALAD BASKETS

Sing a song of Springtime salads . . . fragile, fresh green leaves of endive, lettuce, romaine or chicory. If you really want salads worth singing about, you'll welcome one of these salad baskets. Wonderful to parboil vegetables for deep freezing. Nine inches in diameter.

$1.75 prepaid in U.S.A.
No C.O.D.'s please.
Write for our catalogue

21ST & 6TH AVE

Bazar Français
EST 1877
666 SIXTH AVE. NEW YORK 10, N.Y.



Window

Merchandise, except personalized items, m returned for refund by firms involved. subject to change. Happy Window Shop



SUMMER LOVES. The l somest hurricane lamps seen are these tall aristo The Pompeian green metal s ards have ornamental bases, and the crystal or a chimneys are completely proof. 19¼" tall. $6 eac $11.50 the pair. Double hurr lamp has attached snuffer. wide. $4.95. Stubby white dles. $1.25 doz. Ppd. Car Inc., 342 Boylston St., Bosto



BEHOLD THE RANC RUG! It's as soft as a puss ear, western as a round-up you couldn't choose a more fect rug for your hearth, pine-paneled playroom, a cowboy's "bunkhouse." Ma kipskin (from a young cow, or bull), it's brown and averages about 18 sq. feet. derful for walls, too! $75 No c.o.d.'s. Brandicalf, 419. 10 High St., Boston 10.



DRYWASH YOUR CAR a KozaK Drywash Cloth. moves all dirt, polishes, pr the finish. And you need n ter! It's good for from 50 t drywashes, and saves you $100 a year in commercial ings. The secret is the soft treated with detergents. $2. K Kit, with Drywash Cloth, Et. (chamois substitute), ki and dustproof gloves, $2.95. Page & Biddle, Haverford



SLEIGHT-LY BAFFLI this magic handkerchief tha turn your young trickster positive Houdini. He just one end of the Magi- through the concealed ring presto, it turns from green. Repeat the wizard turns to red again. Why, h the most sought-after fella i Just $1.25 postpaid. No or stamps. The Red Door Central Street, Evanston, I

Shopping with Pat Gunan



IOKIN' HICKORY SKS. All the barbecue ex- s on HOUSE BEAUTIFUL are l for these! Drop several of n on your charcoal fire. and full-bodied. hickory-smoked or cooks right into meat or l in minutes. A bag with gh disks for 10-15 barbecues. 5; 3 bags. $7.95; 6 bags. 95. Ppd. Carya Hickory In- ries. 113 Briar Brae Rd.. nford. Conn.



ITTER CUP. We think this onderful. A beautifully simple ery container keeps butter h. firm. free from odors in any of weather—indoors or out. press a quarter pound of or bar butter in the upper Turn into bottom cup. into h an inch of ice water has poured. In butter yellow. 5 plus 25¢ post. Jenifer se. Upper Marlboro Stage, t Barrington. Mass.

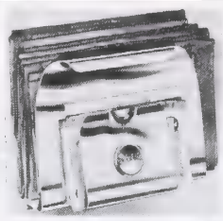


E BUCKLE'S A BOTTLE ENER! Whether he's be- ed in a sailboat or marooned hotel room. he'll always be to open a bottle of beer. . or charged water with this rkable belt. It's *really* a h. because the brass buckle businesslike bottle opener. belt itself is fine bridle lea- in London tan. $2 postpaid Gift-Wise. P. O. Box 31. ia Station. Flushing. N. Y.

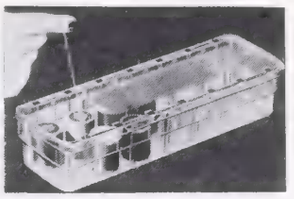


NOGRAM SEERSUCK- and you have a spread that's dsummer's dream. In white. pink. buttercup yellow. sum- sky blue. hunter green. or l blue. it comes with a whop- 3-letter monogram in a con- ing color. Single bed. 72 x $12.95; double. 90 x 108. 95. Single and double blanket rs. $11.95 and $12.95. Ppd. wks. deliv. Colten's. 1351 on St., Brookline. Mass.



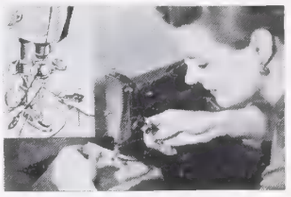


THREAD CASE →
It dispenses thread as needed. Just pull thread to desired length and snip! A tiny steel blade cuts it clean! Holds 14 spools of thread, each on its own spindle. Of crystal clear plastic, the "Tidee Maid" enables one to easily select the size and color thread needed. $1.50 ppd.



BAG HOLDER ↑
Empty bags clutter up closet shelves, drawers—are hard to get at when needed. The Bag Holder keeps them neat and readily accessible. Special clip for favorite recipes, coupons and bills. Made of mirror-like polished aluminum. Attaches to kitchen or cabinet door. Screws incl. 6" x 7".
$1.10 each 2 for $2.00 ppd.

SELF-THREADING SEWING MACHINE NEEDLE →
No squint, no eye strain, no lost time. You can quickly and easily thread this new wonder needle without looking! Just slide the thread down the shank of the needle—and presto it's threaded. Fits nearly all machines. 2 for 98¢ ppd.



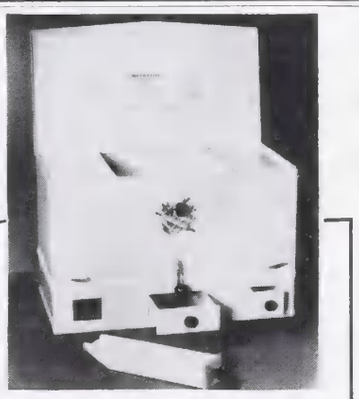
SUNFLOWER SPOON REST →
For parking forks and spoons between stirrings and servings. Keeps sink tops clean. Prevents enameled stove tops from becoming stained and discolored. Gaily colored pottery sunflowers will accommodate two spoons at one time. When not in use, it's a delightful kitchen wall decoration. Made by Cardinal China.



ORDER BY MAIL—*SEND CHECK OR MONEY ORDER*

WRITE FOR CATALOG $1.00 ea. 2 for $1.95 ppd.

L. F. BLACK & CO., 99-16 Metropolitan Ave., Forest Hills, N. Y.



It Serves You Right

The amazing new 3-in-1 canister automatically dispenses sugar and coffee when you push the lever and sifted flour at the turn of the crank. Remove the funnel-shaped drawers and you're ready to brew the morning coffee, mix your favorite recipe. White enamelled rust-proof steel. Servmaster holds 3 lbs. of coffee, 5 lbs. of flour and sugar. Guaranteed to keep contents fresh and dry through summer weather. it's perfect for boats, summer housekeeping, etc.

8" deep, 11" high, 15" long.
$12.50
Shipping charges collect.

The Fitzgeralds
545 Fifth Avenue **New York 17**

Safety, Beauty & Utility



SAF-GARD PROTECTORS
LETTERS are pouring in from all over the country expressing gratitude for SAF-GARDS' service in guarding young ones from electric shock.
20 SAF-GARDS in ivory or brown plastic, attractively packed — ONLY $1.00 postpaid.

SWITCH TO SILHOUETTE WALL PANELS



Of metal with mat-black finish, (except No. 104 which comes in red only) in interesting subjects to highlight electric switch panels. Simple to install. Nos. 101, 102, 103, 104 SINGLE PANELS ea. ppd. 60c. No. 201 DOUBLE PANEL ea. ppd. 85c.
Send for illustrated folder of other subjects.

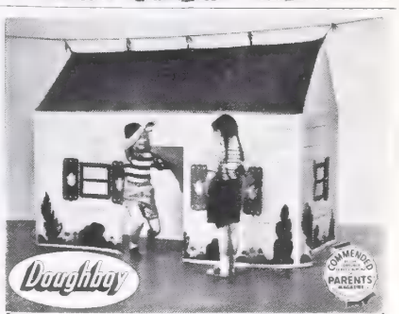
J. Harris NEVILLE
320 High St., Burlington, N.J.



Rush Square Rugs
ONLY 30¢ SQUARE FT.
Made of natural colored grass tightly woven into approx. 12" squares and 3/8" thick. Easy to clean. Sewn to any shape and specifications in even square dimensions.
BAMBOO BLINDS— Made of clean natural-colored split bamboo fully equipped with pulleys and pull-cord for immediate and simple installation.

Sizes	1/4" slats	match-sticks	Sizes	1/4" slats	match-sticks
2½'x6'	$2.25 ea.	$3.00 ea.	6'x6'	$5.40 ea.	$7.20 ea.
3'x6'	$2.70 ea.	$3.60 ea.	7'x6'	$6.30 ea.	$8.40 ea.
4'x6'	$3.60 ea.	$4.80 ea.	8'x6'	$7.20 ea.	$9.60 ea.
5'x6'	$4.50 ea.	$6.00 ea.	10'x6'	$9.00 ea.	$12.00 ea.

ALL SIX FOOT DROPS
Shipping Charges Collect. No COD's Please
Album of Fine Oriental Rugs
FREE
FONG BROTHERS CO.
912 811 WEST 7th ST., LOS ANGELES 17, CALIF.



It's a dream of a PLAYHOUSE!
and big enough for all the kids!

There's hours of outdoor fun in this colorfully decorated, extra large playhouse. Actually 8 ft. long x 4 ft. wide x 5½ ft. high, with gabled roof for added headroom . . . easily suspended outdoors from any line . . . yet "quick as a wink" you can fold it up for storing. Sturdily constructed of completely weather resistant vinylite . . . adequately ventilated for healthful play. **$20.00 POSTPAID**

Completely guaranteed—Money back within 10 days if not delighted.

Send for free color circular on Doughboy wading pools and water toys.

Write for Free Gift Catalog
UTTAL'S DEPT. C Mount Vernon, N.Y.



Windo



The "PUMPERBEAR"

Amusement and Laughs for Young and Old

● Here's a new wind vane that you'll never tire of watching. It's the "Pumperbear". Teddy gets going in even a light breeze. The stronger the wind, the more furiously he works. But though he pumps endlessly while the donkey patiently watches, water never comes. Sturdily built and colorfully painted in red, yellow, brown, black and white. Made exclusively for us.

$7.95

Postpaid
NO C. O. D.'s PLEASE
Money Back If Not Satisfied

DRUMMOND ISLAND TRADING CORP., BOX 58, Drummond Island, Mich.



GIVE HIM A ROBE offers custom-made elegance wears a modest price tag. of washable Mallinson nylo acetate, it comes piped in with a 3-letter gold thread gram embroidered on the collar. In solid cocoa, gree wine, it comes small, me or large. $13.95. Extra-large extra. Ppd. Robes of Luxury Box 3147, St. Louis 5, Mo.



PUT ON THE FEED and you'll *really* feel your It's wonderful for week-end muters because it has roo a nightie as well as the purse needs. Covered with canvas Ferguson plaid (gree blue), it's bound with leather, has adjustable sh strap. $23.94. Matching 21" end case, $35.40. White ini Ppd. Tax incl. T. Anthony Madison Ave., New York

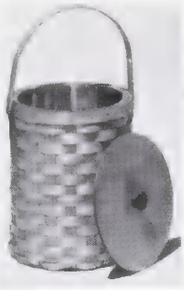


MAKE THE SWITCH i kitchen a decorative spot wall with a hand-painted ce plate. It fits any standard switch and fingers sticky the cooky jar disappear rub. With designs suitabl living or dining room, and room, too, they come wit first name or monogram. each ppd. No c.o.d.'s. Orde Evelyn Reed, 538 Madison New York 22, N. Y.

Flower Gatherer

Keep fresh-cut flowers from wilting. Plunge stems into metal containers inside this pair of sturdy, woven split oak baskets. Baskets are 9½" and 6" high; handle 17" high. Prepaid **$5.95**



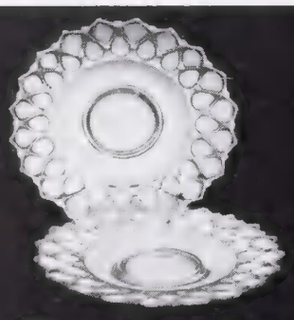


Refrigerator Basket

Jumbo size . . . keeps *half a bushel* of ice cubes 24 hours. Keeps food or drinks cold (or hot). Holds 12 bottles. Woven oak; walnut finish. Well insulated lining. Appr. 14" high; 11½" diam. Prepaid **$7.75**

Since 1927, Satisfaction Guaranteed or Money Refunded
Send check or money order. Sorry, no C. O. D's.

MALCOLM'S
HOUSE AND GARDEN STORE
524 N. Charles St. • Baltimore 1, Md.



Queen Anne Lace Service Plates

Beautiful hand made crystal service plates have 2½" open-work borders that are reminiscent of Queen Anne lace. They team up handsomely with any china pattern, and a June bride will love them!

14" in diameter overall
Set of 8 is $24
Express collect No C.O.D.'s please

bertram shrier, ltd.
1147 Connecticut Ave., Washington 6, D. C.



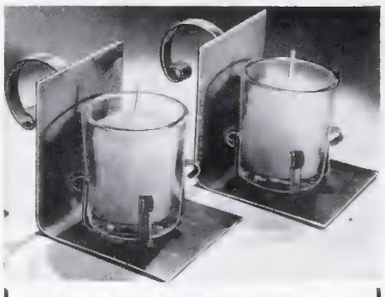
THE BEACH in your BACK YARD THIS SUMMER!

This attractive, inflatable portable swimming pool is just the thing for safe, sanitary youngsters' enjoyment at home . . . without fear of polio, pollution, crowds and other inconveniences of public bathing. Made of bright red, blue and yellow vinyl plastic, it has enough room for at least 2 children . . . 3 feet in diameter and 7" high.

ONLY $4.95 POSTPAID

Extra large size—more than double in area ONLY 9.95 POSTPAID. Send check or money order today—we pay postage or C.O.D. plus postage. Send for FREE catalog.

ALPHA PRODUCTS CO.
DEPT. HB-6, ROSYLN, NEW YORK



ROUT MOSQUITOES

with these 15 hr. **CITRONELLA CANDLES** in wrought iron windbreak holders exclusive with us. Must be burned in pairs 15 ft. apart. Choice of verde green or black holders, 4" high. Complete $2 Pr. 6 Refills with order $1.35. Otherwise 12 for $2.50

FRUIT JUICE SET in classic American milk glass hobnail pattern. Perfect for entertaining. 32 oz. jug, six 5 oz. glasses. Set $6.50

Either item postpd. in 48 states. No COD's. Send check or money order.



The Josselyns
Box 147
Dept. 6-1A
Dedham, Mass.

Handy...Rain or Shin

NEW DAINTY RAIN-SHOO



FOLDS INTO TINY ZIPPER POUCH

TO ALWAYS CARRY IN YOUR PURSE

Only $

• **S-T-R-E-T-C-H** *To Fit All*

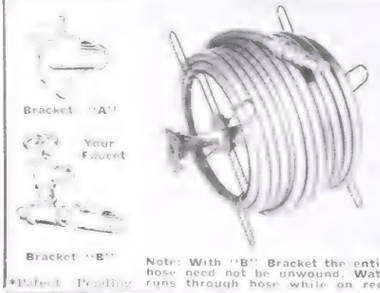
■ *Featherweight! Skid-Proof!*

■ *Fold To Billfold Size!*

Imagine, rubbers so neatly designe dainty they look like high-styled pun so lightweight you hardly know you're ing them! These truly amazing SHOOS are made of miracle latex r that STRETCHES to fit *all* shoe sizes– tects even the backs of your shoes. C all-plastic zipper pouch takes no room in your purse than a bill-fold s can always have it handy, rain or Order today! Only $1.69 (plus posta C.O.D.) Satisfaction Guaranteed.

J & S SALES CO. Dept. 163
2517 S. Michigan — Chicago

GARDEN HOSE REEL*



NEW! STURDY! COMPACT! Reel winds 100 foot garden hose in a jiffy. Spins on bracket (A) that fastens to house, post, etc., or on bracket (B) that connects to your water pipe. Reel removes easily from bracket for inside storage. Reel and bracket **$4.50 postpaid.** Specify type bracket. Extra brackets, 75¢ each.

Note: With "B" Bracket the entire hose need not be unwound. Water runs through hose while on reel.

*Patent Pending

C. BECKER Dept. HB 161-30 129th Avenue, Jamaica 5, N. Y.

Shopping



RNABOUT'S FARE **Y** when you flip down the of a sturdy Northern pine n that converts into a spa- outdoor dining table. The lts, 16" x 48", hook together ke a 32" x 96" table surface ay be used separately. Ready semble without tools, kiln and weather-resistant. 5 each unit, $39.50 pair. Exp. es coll. The Fitzgeralds, Fifth Ave., New York 17.

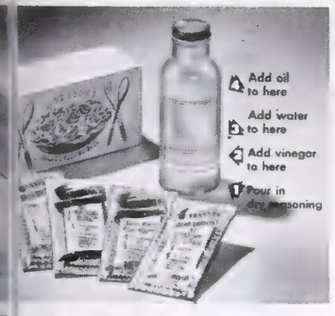


TCH CAPE. For cool sum- evenings, this is a truly de- s little wrap to cover your ders. The pure wool tartan ther-soft, belts comfortably d the waist, and buttons e front. In 3 authentic clan : Chisholm (red predomi- g), Black Watch (green pre- nating), Dress Gordon (white minating). $11.95 postpaid Ninon, 366 Madison Ave., York 17, N. Y.



DEN TEES. Father, dear r, will high-tail it to the ourse the minute you give ese on June 17th, and he'll talk of the caddy house. 4k gold-plated golf tees are of unbreakable metal, and as to dig up the course, you e sure he won't lose *these* In a gift box, $1.95 ppd. ier & Buckley, 1141 Con- t Ave., Washington, D. C.

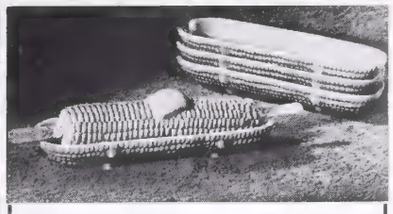




ssing Makes the Salad

SEASONS" makes the dressing some- nderful. Kit contains graduated 10 oz. ottle and 4 packets of superb season- h 27 ingredients. Each packet makes a dressing: Old Fashioned French, Exo- s, Paprika French and Garlic. Guests about your dressings; you'll get per- lts every time. So easy too! No cups, spoons to wash. Just pour in a packet vinegar, water and oil up to measur- . Shake it up and prepare for compli- Money back guarantee. An ideal gift. ostpaid. Refills, your choice of flavors, s for $1.00 postpaid. Sorry, no C.O.D.'s

GIFT-PAK COMPANY
Montezuma • Iowa



Serve Corn-on-the-Cob Gracefully

With "Corn Rollers" you can serve and enjoy corn-on-the-cob without muss or fuss. Put corn in dish, then just butter, season . . . and roll. "Corn Rollers" keep corn hot longer, butter every kernel, yet save butter, reduce dripping and keep hands clean. They're made of hard-baked pottery in charming sunshine-yellow glaze. Easy to clean and they stack in very small space.

Set of 4 only $3.25 postpaid

Write for our new Gift-and-Gadget Catalogue. It's FREE!

Max Schling Seedsmen, Inc.
615 Madison Ave. New York 22, N. Y.

NEW, DIFFERENT, USEFUL GIFTS FROM SCHAFFER'S



THERMO-KEEP Roomy vinyl plastic bag. Fiberglass insulated—keeps food hot or cold for hours. Air-tight zipper closing. Perfect for picnics, beach parties, etc. **$5.95.**

HANDPAINTED GLASSES Set of 8 crystal glasses, with 8 different game birds handpainted in natural color. Fired for permanence. Heavy sham bottoms, 22 kt. gold rims. 12 oz. capacity. **$6.95** the set.

RUBBER FOAM COASTERS Extra-absorbent, stretch to fit glass. Prevent stain and breakage, keep hands dry. Washable. Set of 8 different colors. **$1.95.**

HANDI-CARRIER Holds 8 glasses or bottles. Perfect for lawn parties or trips from refreshment stand to beach. All metal construction. **$3.95.**



GENIUS AT WORK Full size, washable, heavy duck apron. Perfect for picnics, barbecues, etc. **$2.49.**



SKIRT RACK Rust-proof metal, swivel hook. Hangs on door, hook or rod. Holds 12 skirts or slacks. **$1.95.**



SHOE BAG A "must" for travelers or vacationists! Washable, full-size knitted elasticized bags have draw string. Keep clothes clean. Men and women's styles. **$1.39** the pair.

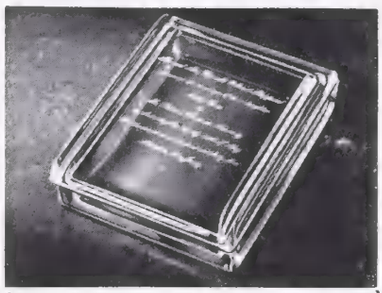
All postpaid. C.O.D.'s accepted with small extra charge.
10 DAY MONEY BACK GUARANTEE IF NOT FULLY SATISFIED.

SCHAFFER GIFT HOUSE
SPRINGFIELD, NEW JERSEY

Please rush me the items I have checked below. I enclose $.....
☐ Send C.O.D.

☐ Thermo	$5.95	☐ Apron	$2.49
☐ Glasses	6.95	☐ Skirt Rack	
☐ Coasters	1.95		1.95
☐ Carrier	3.95	☐ Shoe Bag	1.39
			Woman's
			☐ Man's

Name .....
Address .....
City..... State....
☐ Send FREE Gift Catalogue.



***Invitation* TO SMOKE**

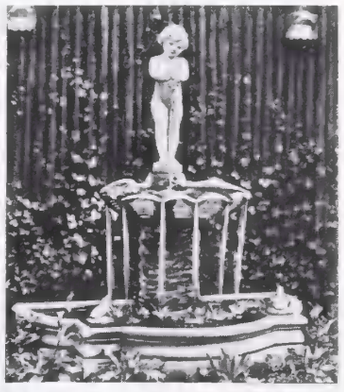
Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". **$7.95** *postpaid*

Complementing ash trays etched with first names of bride and groom, $5.00 a pair. Gift-boxed and shipped directly to the bride, if desired. Delivery, about ten days.

No C.O.D.'s please

HOLIDAY HOUSE
16 Bellevue Theatre Bldg., Upper Montclair, N. J.

GARDEN FOUNTAINS



Girl with Grapes Fountain—54" high $325

SCULPTURES
FURNITURE
ORNAMENTS

Complete illustrated catalogue 50¢

POMPEIAN
169 Lexington Ave. (nr. 31st St.), N. Y.

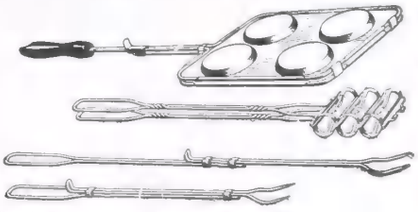


HANG IT ALL

The towel in the bathroom . . . the copper skillet in the kitchen . . . the portrait of Uncle Jeremiah in the living room . . . all hang on these wondrous Selfix Hooks. Made of plastic, they need no nails, screws or tools; adhere to tile, wood or plaster by a special adhesive backing. Will hold up to 15 pounds.

Set of 8 is just $1
postpaid no c.o.d.'s or stamps, please

Page & Biddle, Inc.
21 Station Rd. Haverford, Penna.



3-PIECE CAMPFIRE SET

Three dependable and useful fireside companions to use over the open fire in the fireplace — the kitchen gas burner—the camp fire. A "must" for the outdoor picnic or beach party. Set consists of heavy steel *Hamburger Fryer* which fries four at one time—26" long. *Wiener Roaster* prepares three Wieners at one time—23" long. *Extension Fork* — 30" when fully extended.

Complete 3-Piece Set **$1.69** postpaid

Write for free Catalog

Send remittance to:

FISCHER'S
(formerly Black & Fischer)
43-66 Bowne St., Flushing, N.Y.



My big, black Hesperian Cherries are filling up with rich purple juice—packing into their dark, shining skins the full, delicious flavor that makes these giant sweet cherries so popular. They will be picked, packed and shipped so that they reach you or the lucky friend to whom you send them as a gift, right at their peak of perfection. Send me your gift list and I'll see that these marvelous cherries are sent with your greetings.

$3.50 *delivered anywhere U.S. proper*

Ask for my beautiful, illustrated folder describing my Hesperian Monthly Fruit Club—providing rare fruits, jams and jellies, in season, for every month. Mail your order with check to:

Myron Foster's **HESPERIAN ORCHARDS**
Dept. HB51, Wenatchee, Washington



▪ Don't miss your favorite TV show, your dinner, or coffee. Quickly fill tray with food, carry to your comfortable chair—a flick of the finger—legs snap down: you're set for complete enjoyment.

Each TV snapleg table-tray is custom built with choice of handcolored sporting subjects—Wild Birds—Game—Fish, Etc. *Specify* which—when ordering. Handles are replicas of shot guns plated in bronze. A Practical Wedding Gift. *Satisfaction guaranteed or your money back.* $25.00 *express collect.* Send for yours today.

SHORELINE STUDIOS Suite 3
2014 Wabansia Avenue, Chicago 47, Ill.



THE HEAT'S ON

And food stays piping hot right on the table, all through the meal, when placed on this decorative electric hot tray. To look at it you'd never guess that its aluminum surface maintains temperatures from 250 to 275 degrees. Grand for keeping dinner hot for your late-at-office husband. Perfect for serving hot canapes. AC-DC.

12" wide $6.95 ppd.
sorry, no c.o.d.'s no stamps

Page & Biddle, Inc.
21 Station Rd. Haverford, Penna.



"fre-sizz" If handsome hosting is important to you—you can't afford to be without a "FRE-SIZZ". Ice cubes or sherbets will stay just the way you want them—for eighteen hours! And, your favorite gourmet's delight—be it Chicken Cacciatore or Spanish Rice—can be served sizzling hot in a "FRE-SIZZ". This unbreakable plasti-cell crock holds a full gallon—in other words, "FRE-SIZZ" holds *double* the capacity—serves a *double* purpose—and sells for *half* the price of the average ice-bucket.

In rich brown, blue or green. **$6.95**

"Pick-Up" basket $4.00 extra
write for joan's surPRIZE gift folders

joan johnson ▪ hicksville ▪ new york



Windo



YOUR TOP MAN will be dog on the tennis court if you him the Henley shirt, and wear it all winter long on squash court, too. Made of w cotton mesh, bound in nav makes a man look the way likes to look. In small, med large, and extra large, it's ppd. Johnny Appleseed's, North Beverly, Mass.



THE TARANTULA BI caps off bottles, and if you it next to your bar or in kitchen, it looks as though " Thing" were crawling up the If you send a tipsy guest i open a bottle of charged w he'll charge back to the l room, a wild-eyed but sober zen. Or use it as a creepy pa weight! $1.95 ppd. The C Room, 1538 Connecticut Washington, D. C.



IT GROWS ON YOU. W you go away for the week *don't* forget your hostess' dren—and this is a gift that make you their favorite g "My Flower Garden Book" 5 packages of actual seeds structions for planting eac the varieties, and cut-outs to a 3-dimensional garden. It story book, too! $1.25 post The Krebs, Westerly, R. I.

AUTO SEAT COVER Bargain

15.95 FULL SET



PLASTIC COATED FIBRE

18.95 *VALUE!*

For any make, model, year

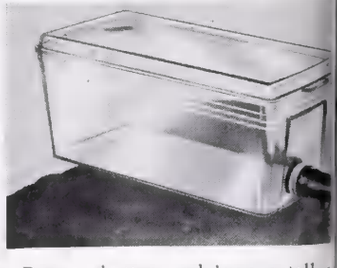
Custom-made plastic-coated fibre seat covers! Smart-looking, easy-sliding, durable, water-repellent. Wipe with damp cloth. Color-fast, custom-tailored. Make old cars look like new—new cars more elegant! 1-year guarantee. Why pay more?

Send Check or Money Order. We Pay Postage.

DESCRIBE YOUR CAR
Easily Installed! Directions Enclosed.

DETROIT-SCOTT SEAT COVERS
9445 Michigan Ave., Detroit 10, Mich.

TAP-A-GLASS



Press a button and have a tall c drink on those hot days. Tap-a-g fits right in your refrigerator. . .sa space. . .simple to use. . .holds c a gallon. . .contents always s cold and refreshing. No bottles take out, pour, recap and put b Tap-a-glass is so convenient. fuss and so durable. A must smart summer living. **$2.**

ANNIS BAKER
P.O. Box 551, Dept. B1, Newburgh, N

Shopping



'N UP TO IT! The name your ranch or farm is spelled in letters made of real horseshoes that are cut and welded by Yankee blacksmith. Each letter is about 6" high, and comes finished with a dull black, weather-resistant paint. Horseshoe nails are furnished for attaching to fence or house. $1.50 a letter ppd. Shipment in 24 hours! Horseshoe Forge, Lexington, Mass.



SPACE-SAVER TABLE. This is much too good to keep to ourselves! It mounts securely to the wall. A flip of a finger gives you a table 24" x 32" x 30" high and you're all set for dining, writing, sewing, paying bills, rolling dough, etc. Tubular aluminum frame with Masonite top in red or green, $10.95; laminated plastic top in pearly gray, $14.95. Miles Kimball Co., 33 Alida Blvd., Oshkosh, Wis.



CANDLELIGHT AND NO MOSQUITOES. Heavy and handsome glass blocks, filled with *citronella* candles, spill soft enchantment on your terrace evenings. But they're bugaboos for mosquito bugs! Windproof and tip-proof, the candles come in yellow. The block burns for 250 hours. $3.75 each. 3¼" block burns for 100 hours, $2.75 the pair. Ppd. Holcolm's, 524 N. Charles Street. Baltimore, Maryland.





$3.95 postpaid SET of 3

FLOWER BASES

TRAY STYLE — Oblong, Round, Oval, Square. A shape and size to fit your vases and ornaments. Hardwood, "satinized" black lacquer finish. They protect furniture.

Round—4", 6", 8".
Oblong—4"x7", 6"x10", 7½"x12"
Square—4"x4", 6"x6" 8"x8"
Oval—4½"x6", 6"x8", 8"x10"

Money back guarantee. No C.O.D.'s.

SALLY'S CRAFT SHOP
P. O. Box 446 • Clearwater, Fla.



SIDE VIEW FRONT VIEW

FOR A BIG THIRST!

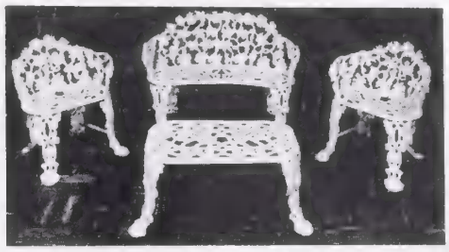
Big Beer Steins that add a distinctive note to your bar . . . handsomely play host to your favorite cold drinks! Made of heavy ceramic china, they're richly decorated with an old-world folk scene and gracefully twisted handles. Have 2" deep hollowed bottoms—hold 34 oz. 9" high. Attractive assets for entertaining or for your collector's shelf. Make unusual Father's Day gifts.

only $3.50 each

No C.O.D.'s please. We pay postage.

Crystalier Co. Dept. H-61
New York's Most Original Gift Shop
485 Lexington Avenue New York 17, N. Y.

Attractive Prices on these



Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS

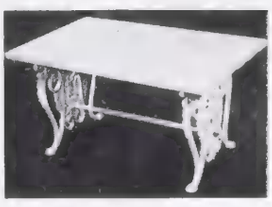
All painted in long lasting white. Grape design. Graceful and strong. Fashioned by skilled craftsmen.

Aluminum		Cast Iron
$30.00	Large Settee #601 39" wide	$25.00
$22.00	Armchairs #602 22½" wide	$18. ea.
$13.50	Table #160 30" wide	$11.00

(a)



(b)



(c)



(d)



(e)



(f)



(a) Oval Top Antique Flower Box. True copy. 23" long by 15" wide on top, 21" high. Ornamental design. Painted white. Only $21.50

(b) Marble Top Table #170 Formal Venetian Top 32" x 18". Height 16". Only $32.50

(c) Flower Stand with 1 Pot Holder. True reproduction. 21½" high. 6¾" base. Pots not included. Only $8.95

(d) Classic Urn. Copy from original 100 yrs. old. 15" x 15" square top. Cast Aluminum. $20.00

(e) Just the thing for your African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send $24.50

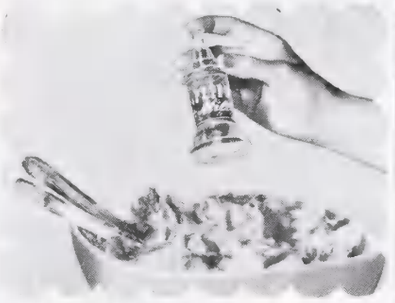
(f) WALL BRACKET for FLOWER POTS—12" long, 6" high. Pot holders 4" and 5" diameter. Cast Aluminum only. Painted White or Gold. $4.50

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

Send for catalog of other items

J. F. DAY & CO.

Dept. B-6
1901 4th Ave., South
Birmingham 3, Ala.



New, Transparent
PEPPER MILL $1

WORKS WITH ONE HAND — no cranks to turn

You stir and serve at the same time when you use the new K-P Pepper Mill. No cranks to turn—just push the plunger! Freshly ground pepper perks up everything you serve.

Transparent, too, so you can see exactly how much pepper you have. Easy to refill.

Supply of pepper included with each mill. Order one for kitchen and one for your table. *(Salt shaker to match, $1.)* Both salt and pepper are non-spillable and perfect for picnics. Prices are postpaid. Money back if not delighted. *Postage Extra on C.O.D.'s.*

Albin OF CALIFORNIA • Room 46
1401-15 W. 8th St., Los Angeles 17, California



THE GREATEST INVENTION IN HAND SEWING SINCE THE NEEDLE

Now you can do a professional job at home in half the time. Sew a beautiful invisible blindstitch hem *without rethreading your needle*. For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking, other stitches. Uses regular or *elastic thread*. Light as a feather (1 oz.) fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted.

2.95

ALBIN OF CALIFORNIA
Rm 26, 1401-15 W. 8th St. Los Angeles 17, Calif.

Imported HAND-PAINTED CERAMIC ACCESSORIES



Made in Italy by master craftsmen. Vividly decorated with gay leaf and vegetable designs.

DOUBLE SERVING DISH—12" wide. Has curved handle for easy carrying. Ideal for vegetables, hors d'oeuvres, fruit, candies, nuts, etc. **$5.50.**

MATCHING SALT and PEPPER SHAKERS—2½" high. **$1.75 pair.**

COMPLETE SET, $6.95. Makes an unusual wedding gift!

Matching Oil and Vinegar Cruets (not illustrated) **$4.75 pair.**

No C.O.D.'s please. All items postpaid. Write for free gift catalogue.

The SALT & PEPPER SHOP Dept. B-61
445 East 86th St. New York 28, N. Y.



International Sterling



INDIVIDUAL STEAK KNIVES

All patterns made in U.S.A.

It's astonishing how these very lovely Sterling knives can add zest to a steak. The keen blades are forged of finest high carbon stainless cutlery steel. Price for the set of 8 postpaid, is $48.00 (Except Royal Danish, $50.00) Fed. Tax inc. including handsome gift case.

Please send steak knives in

_____pattern

*Name*_____

*Address*_____

*City*_____ *State*_____

Enclose check or money order

City Paris

ON UNION SQUARE, SAN FRANCISCO, CALIFORNIA



A superb shoebag, light weight You can quickly remove shoe compartment and have roomy carry-all bag. In brown duck or tan canvas with suntan cowhide trim; Scotch plaid with black leather trim. Holds 6 or 12 pairs of shoes. 6 Pairs, 1¾ lbs., $24.00; 12 Pairs, 4½ lbs., $39.00. Prepaid, tax included.

T. ANTHONY

specialists in luggage

Dept. HHN - 701 MADISON AVENUE - N. Y. 21, N. Y.



Whither blow the winds

This Ethan Allen horse Weather Vane is hand hammered copper on iron copper bearing spire. Horse 31 in. long, ¾ full bodied, 22 karat gold leafed.

No. 9: Price f.o.b. New York—$60.00

FISKE Weather Vanes have topped buildings for more than 92 years. Time does not dim their beauty nor reliability. Many other designs.

Illustrated folder and prices on request.

J. W. FISKE IRON WORKS

Established 1858

78 Park Place, Dept. 2, New York 7, N. Y.



HOSTESS TEA CART

Solid Honduras Mahogany
Genuine Leather Top

Ideal as server in dining room, dinette table for small apartments, or tea and cocktail parties. Real cabinetmaker's skill. Hand rubbed to exquisite finish. Your choice, plain solid mahogany top or solid mahogany top with hand-tooled, gold-embossed top-grain leather inlaid. Full-length drawer. Removable serving tray. Moves on 3" ball-bearing casters. **QUALITY THROUGHOUT.**

Solid Mahogany $64.75
With fine leather top..... $74.75

Open: 42" w., 28" l., 30" h.
Closed: 18" w., 28" l.

No C.O.D.'s
F.O.B. Johnson City, Tenn.

THE CRAFT HOUSE
Box 607-HB, Johnson City, Tenn.

HOUSE PLANS



BUILD NOW

Beat Rising Costs. Act Now!

Select the plans for your home. 376 tested designs to choose from. Books listed below show floor plans and photographs of every house. Complete, ready to build blue-prints available $15-$25. Circle your choice of books below—50¢ each postpaid.

- Ranch and Modern, 70 Illus. Newest Suburban Homes, also Interiors, Decorating Details.
- Artistic Homes, 31 New Block & Small Lot Homes.
- Charming Homes, 31 5 Rms. Popular Classics.
- Dream Homes, 79 Illus. Decorating Ideas, Plans.
- Attractive Homes, 40 Cape Cods and Colonials.
- Small Homes, 23 Choice Frame Designs, low cost.
- Selected Homes, 40 Monterey Ranch.
- Brick Homes, 62 2-3-4 Bedrooms.

SPECIAL — ALL 8 BOOKS $3.00 PPD.



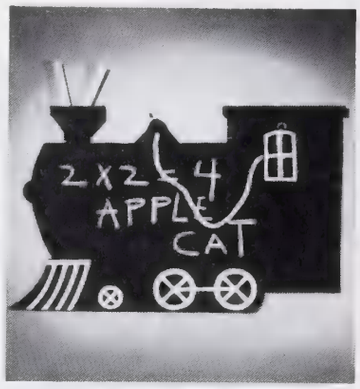
38 BARBECUE FIREPLACES 60¢
Book Shows Photos • Plans

No C.O.D.'s please. Money-back guarantee.

CLEVELAND PUBLICATIONS, INC.

Dept. 4A, 369 W. Washington, Pasadena 3, Calif.

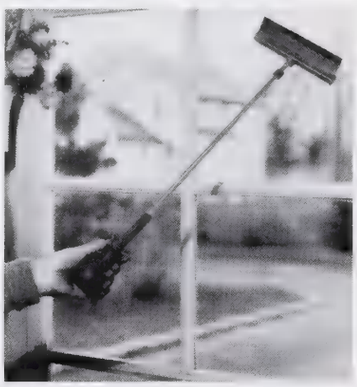
Window Shopping



CHOO-CHOO BLA
BOARD. A small Casey is slated for a doodling jam with this engaging blackl Made of plywood and treate a special paint, the eraser d as a cab window, the chalk out from the smoke stack 12" x 19", can be hung wall or used as a lap board. postpaid from The Grist Box 32, Basking Ridge, N.

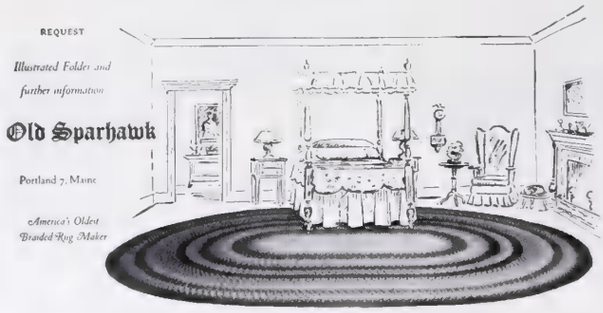


KEEP CHEESE 60 DA
the Silex Fresherator, and good as the day you boug Lettuce stays fresh for 10 The air-tight rubber vacuu seals freshness and flavor glass jar. Wide mouth, fla permit easy refrigerator sta Set of 3 containers, 16-, 32 48-oz. sizes, $2.95 ppd. Dorothy Damar, 20 Treat Newark 2, N. J.



A LITTLE SQUIRT o rubber bulb on the end o new window washer, an water sprays through th Pont sponge. A few strokes the sponge, a few of the sq (on back of sponge), an windows are crystal clear fect for inside or outside it's a boon to spring house ing, wonderful to use befor ting up the screens. $1.98 Ward Phillips Co., Dunde

(*Continued on page 25*)



WHY FUMBLE



This modern tie-rack is a handsome addition to a man's closet. Lets him always see the tie that matches his suit. Individual plastic hangers threaded on chrome bar. Sturdy plastic mahogany back 15" long holds 30 to 50 ties.

$3.50
30 ties postpaid
40 ties $3.75
50 ties $4.00

BELDING NOVELTIES Dept. A1
1372 West 111 St. Cleveland, Ohio

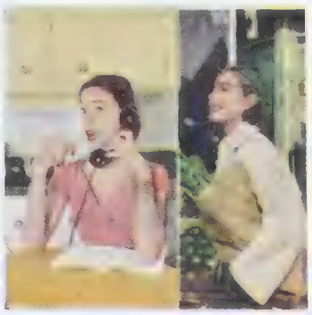


7:35

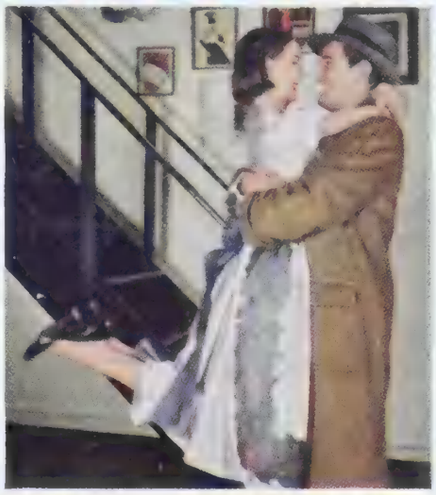


8:10





10 till 5



6:30

10:59

Ah-h-h! To sink down, at last, in the silken smooth . . . the cool, caressing, smooth comfort of Supercale sheets. No moment is so welcome. No sheet so welcoming. For Supercale is made by* **WAMSUTTA,** *the name that means the most luxurious thing in this nerve-jangled world . . . deep, satisfying sleep!*

*®

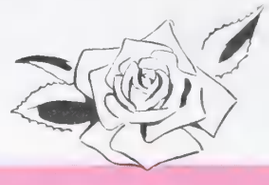




Heisey Rose... **enchantment in crystal**

Sparkling and gay, this new Heisey etching will contribute more than its share to love and life and laughter 'round your table. You'll want this sentimental pattern in lovely hand-blown stemware for yourself. As a romantic gift, send one dozen roses . . . by Heisey. Request the new Heisey Rose folder to help you choose matching table accessories.

Write A. H. Heisey & Co., Dept. H-6, Newark, Ohio.



Heisey

HAND-WROUGHT CRYSTAL

THE FINEST IN GLASSWARE, MADE IN AMERICA BY HAN

Tomlinson Showpieces

Acclaimed at the recent Furniture Show, this lovely, warm grey oak bedroom group by Tomlinson forms a dramatic setting for modern living. Generous drawer space and beautiful proportions make this grouping so wonderful to live with. Its graceful simplicity and distinctive sculptured detail lend beauty and character to your happier, more gracious home.

Triple dresser, mirror, chest-on-chest, standard double bed, $559.

With double headboard twin beds, $579.

Tables, $68 each.

(Slightly higher west of the Mississippi.)



Furniture by

TOMLINSON

For the Living Room, Dining Room, Bedroom

THESE FINE STORES ARE FEATURING THIS NEW BEDROOM BY TOMLINSON

ALABAMA
Loveman's
Geo. Simpson, Inc.
Montgomery Fair

ARIZONA
Mehagian's
Goebel Decorators

ARKANSAS
Westmoreland Furn. Co.
Eads Bros.

CALIFORNIA
Loft & Ward
Turpin's
Sunset Interiors
J. W. Robinson Co.
Breuner's
McEwen's

Santa Barbara — Paulson Studios

COLORADO
Denver — Daniels & Fisher

CONNECTICUT
Milford — Wayside Furniture Shops
New Haven — Edward Malley Co.
Torrington — Smith Tompkins Co.

DISTRICT OF COLUMBIA
Washington — Mayer & Co.
Washington — Woodward & Lothrop

FLORIDA
Daytona Beach — Monroe Furn. Co.
Fort Lauderdale — Grosse Pointe Furn. Co.
Fort Lauderdale — Roberts Furn. Stores
Hollywood — Frey Furniture Co.
Jacksonville — Cohen Bros.
Lake Worth — Gunderson Furn. Co.
Miami — Moore Furn. Co.
Miami
Orlando — Yowell-Drew Ivey Co.
Tampa — Maas Bros.
Tampa — Tarr's, Inc.
West Palm Beach — Palm Beach Merc. Co.

GEORGIA
Atlanta — Rich's, Inc.
Atlanta — Rhodes Furn. Co.
Augusta — Bowen Bros.
Columbus — Kuvem's

ILLINOIS
Joliet — Brown Furn. Co.
Evanston — Barnitz Studios

INDIANA
Evansville — John M. Kargas
South Bend — Garnitz Furn. Co.
Valparaiso — Windles HomeFurnishings
Woodrum's, Inc.

IOWA
Cedar Rapids — Levbsohn's
Davenport — Freeman & Glickman
Dubuque — Clark Furn. Co.

KENTUCKY
Louisville — DeLaney's

LOUISIANA
Baton Rouge — Kommeyer Furn. Co.
Lake Charles — Meller Co.
Monroe — Dixie Bedding & Furn.
New Orleans — Maison Blanche
Ruston — Ruston Hdwe. & Furn. Co.
Shreveport — Hemenway-Johnson

MASSACHUSETTS
Boston — Superior Furn. Showrooms
West Springfield — Sam Salem, Inc.
Worcester — Coghlin's
Worcester — Lolstedt's
Detroit
Detroit
Jackson
Billings
Omaha
Newark
Paterson
Rahway
South Belmar
Brooklyn
Brooklyn
Buffalo

MICHIGAN
Englander Furn. Shops
King Home Appliances

MISSISSIPPI
R. E. Kennington Co.

MONTANA
The Hallmark Store

NEBRASKA
Nebraska Furn. Mart

NEW JERSEY
Kresge-Newark
Quackenbush Co.
Roos Bros.
Clayton J. Newman

NEW YORK
Loeser's
Halpern & Gillman
North Park Furn. Co.
Central Islip
Hempstead
Jamaica
New York City
New York City
West New Brighton
Yonkers
Yonkers
Suffolk Wayside
Perman Bros.
Nathan Ringler
Hathaway's
Pennington's
National Furn. Co.
Brenner's Furn. Co.
Mann Furn. Co.

NORTH CAROLINA
Charlotte
Raleigh
Warrenton
Wilmington
Stratford House
Dunn Furn. Co.
Warrenton Furn. Exchange
Sutton-Council

OHIO
Alliance
Canton
Cincinnati
Cincinnati
Cope Furn. Co.
Thunn's
H. & S. Pogue Co.
Stille & Dahlmeier
Cleveland
Dayton
Toledo
Wm. Taylor Son & Co.
Rike-Kumler Co.
Tavels

OKLAHOMA
Bartlesville — Bartlesville Furn. Co.

PENNSYLVANIA
Butler — John Horne Co.
Erie — John V. Schultz
Philadelphia — Lit Bros.
Philadelphia — Snellenburg's
Philadelphia — Frank & Sader
Pittsburgh — Hahn Furn. Co.
Scranton — Staabs & Fister

RHODE ISLAND
Pawtucket — Shartenberg's, Inc.

SOUTH CAROLINA
Florence — Tyler Furn. Co.
Memphis — Joe Fortas Furn. Co.

TENNESSEE

TEXAS
Abilene — Waldrop Furn. Co.
Beaumont — Dallas Williams
Commerce — Knight Chaney Furn. Co.
Dallas — Fakes & Co.
Fort Worth — Fakes & Co.
Galveston — Schreiber & Miller
Houston — G. A. Stowers Furn. Co.
Houston — Frank Duff Furn. Co.
Lubbock — Watson Furn. Co.
Odessa — Casstevens Furn. Co.
Pampa — Texas Furn. Co.
San Angelo — Sheppersons
San Antonio — Karotkin Furn. Co.
Weslaco — Lo-Tex Co.

UTAH
Salt Lake City — Z.C.M.I.

VIRGINIA
Chester — Stone's Colonial
Norfolk — Willis

WASHINGTON
Olympia — Keeton's Town & Country
Seattle — Frederick and Nelson
Tacoma — A. T. Norman

WEST VIRGINIA
Charleston — Keiffer Brown, Inc.
Wheeling — Reichart Furn. Co.
Wheeling — Earle Rogers Co.

WISCONSIN
Madison — Gately Co.
Racine — Porter's

WYOMING
Casper — J. W. Foisting Furn.

New beauty for your floors!



Lasts longer—Complete resistant to the fadin action of strong soaps resists marking, scuffin sun and time!

DECORATORS call Wingfoot Vinyl *"the world's most beautiful flooring,"* and you'll agree at first sight! There are colors that make a rainbow seem pale—rich, warm solid colors or tone-on-tone—in a complete range of *correlated* shades created exclusively for Goodyear by Raymond Loewy Associates to blend perfectly with any decor.

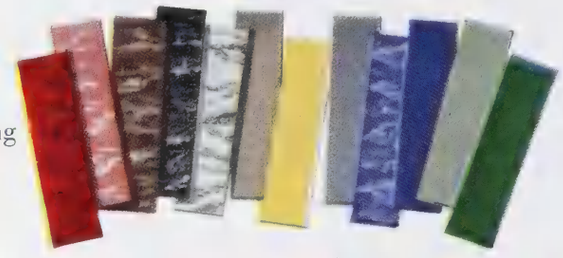
But beauty is only *half* the Wingfoot Vinyl story—

Easy to keep brand-new clean and grand-new lovely. Absolutely colorfast, it's resistant to staining and scuffing, *doesn't need waxing!* Most remarkable of all, perhaps, is the fact that although Wingfoot Vinyl is as attractive as wall-to-wall carpeting, it costs far less! Sold by better flooring dealers and contractors.

Goodyear, Flooring Department, Akron 16, Ohio



Saves money — Goodyea Vinyl is easily installe and because it lasts so lon it's economical to own.



Complete range of hom correlated colors! Here a a few of the rich, warm lovely shades—also tone-o tone—to enhance the beaut of any room!



Wingfoot—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

WINGFOOT *Vinyl* FLOORING BY

GOODYEAR

Window Shopping

CONTINUED FROM PAGE 20

Y COVER-UP. If you have orn or faded summer chaise needs covering, slip on Ty-Pad and your ugly duck- will turn into a real beauty. 24" x 72" cover goes on in w seconds, fits standard cots, ers, and swings, too. Made of k with elastic bands and ties. omes in blue, green, yellow, rust. $5.75 ppd. Sun Fun p, Box 4977, Florence Station. Angeles 1, Calif.



ACTICE MAKES PER-CT, and here's a sure-fire way et so good on the golf course even the caddies will be re-tful. The Portable Golf Driv- Range has a target that ap-ximates the distance and direc- of each drive. Ball snaps back eed position. De luxe Model. 5. Pro Model, with heavier and 6 balls instead of 3, is 95. Add 75¢ post. Mastercraft ducts, 60 South St., Boston.



TCHING HEARTS. A pair nickel-silver hearts have un- edges which dovetail into other. Keep one and send other to someone you love. r first name is engraved on back of his; his name is on s; and the verse on the front prayer for safekeeping. With for chain or bracelet, $3.50 uding tax and postage. No .'s. Boppart's 1226 Main St., sas City, Mo.





You are invited to become a member of the

Nelmor Sterling Club

Choose from Nelmor's 221 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith, Tuttle, Alvin, Rogers. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting, $4.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now — pay for it out of income.

© 1951 NELMOR JEWELERS

Nelmor JEWELERS
901 BERGEN AVENUE
JERSEY CITY 6, N. J.

Mail Membership Coupon Today

Nelmor Jewelers – 901 Bergen Ave. – Jersey City 6, N. J.
Enroll me as a member of the Nelmor Sterling Club. Send me ____ place settings of ____ pattern. I will pay $2.00 per month for each setting. Prices include federal tax and are for one six-piece place setting. Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.

NAME _____
STREET _____
CITY _____ STATE _____

LIMITED SUPPLY

Gov't restrictions curtail further brass production

Solid Cast Brass MIRROR SCONCE

$8.95 EACH PAIR $17.50



Hand detailed. Lustrous finish. Lacquered to prevent tarnish. Size: 12½" high, 10½" spread. 5" oval plate mirror. Note: 12 imported 3¾" teardrop prisms $3 additional per sconce.



PROVINCIAL CANDLESTICKS REVERSIBLE

$8.95 EACH PAIR $17.50

Solid brass cast from antique patterns. Hand detailed. Polished finish. Lacquered 9" x 7" spread.

Prompt Delivery! No C.O.D.'s. Postage Prepaid.

BETTIE BRASS
301 Emory St. Baltimore 30, Md.



TV Lamp-Vase

New and different. Tiny bulb in brass base sets removable glass swan aglow. 8-in., $10.

Add 2% State Tax for Illinois Shipments
Add 35c for postage out of city

C.D. Peacock
JEWELERS
101 South State Street, Chicago 3, Illinois

Littletree PLACE ORDERS NOW!



The Loveliness of Cypress

s different outdoor furniture is ideal for ch and terrace or spreading lawn. Great for summer camps and cottages. Built of thern cypress for the out-of-doors. No r of showers. Comfortable, durable and ceful with natural cypress beauty.

oints dowel inset fastened with split cypress ds. Each piece is thoroughly treated with a water-repellent wood preservative.

For the past 14 years we have had enthusiastendorsements from Country Clubs, Adirondk camps and northern estates.

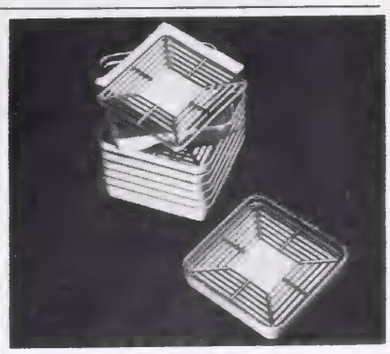
Send your check, say where to ship—and we l have a set packed and off to you when say.

CES—settee, 2 chairs, coffee table, side table and foot stool. **$39.70**

CES—settee and 2 chairs. **$28.90**

t Prepaid in U. S. A. to nearest freight depot. Add $4.60 for Denver and West.

Littletree Company
HB-3 Winter Park, Florida



KANT KLING

The Perfect Coaster

At Last . . . a smart-looking coaster of unusual modern design that absolutely won't stick to glass, really soaks up moisture, can't mar furniture, stacks compactly, and is beautiful with any glass or place setting. KANT KLINGS are 3" square and made of lovely silver plastic. Ridges of the grille prevent glass cling; grille holds white absorbent pad in place. A folded facial tissue can replace pads. A useful gift for any occasion.

No C.O.D.'s, please Set of 8 Postage Paid **$2.95**

Satisfaction Guaranteed

J-K COMPANY
Box 97, Evanston, Illinois



GAY AIRS

For Your Table

Bright as summer sunshine—these delightful dishes are colorfully hand painted by native craftsmen of the Blue Ridge Mountains. Fashioned of lustrous underglazed china, decorated with sprightly fruit patterns and gaily scalloped borders, against backgrounds of multicolor swirl or pure white. Perfect luncheon or salad plates—they are charming additions to your own table, make unusual hostess gifts.

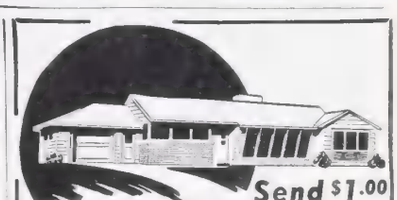
Set of 8 Plates 8" in diameter assorted patterns $5.50 postpaid

Set of 8 Cocktail Plates 5⅞" square to match the Salad Plates, with white background **$4.00**

Combination of the 2 sets **$9.00**

WRITE FOR CATALOGUE

Bingham's Dept. B
509 Fifth Avenue, New York 17, N. Y.



Send $1.00

FOR YOUR
DREAMHOUSE PLAN

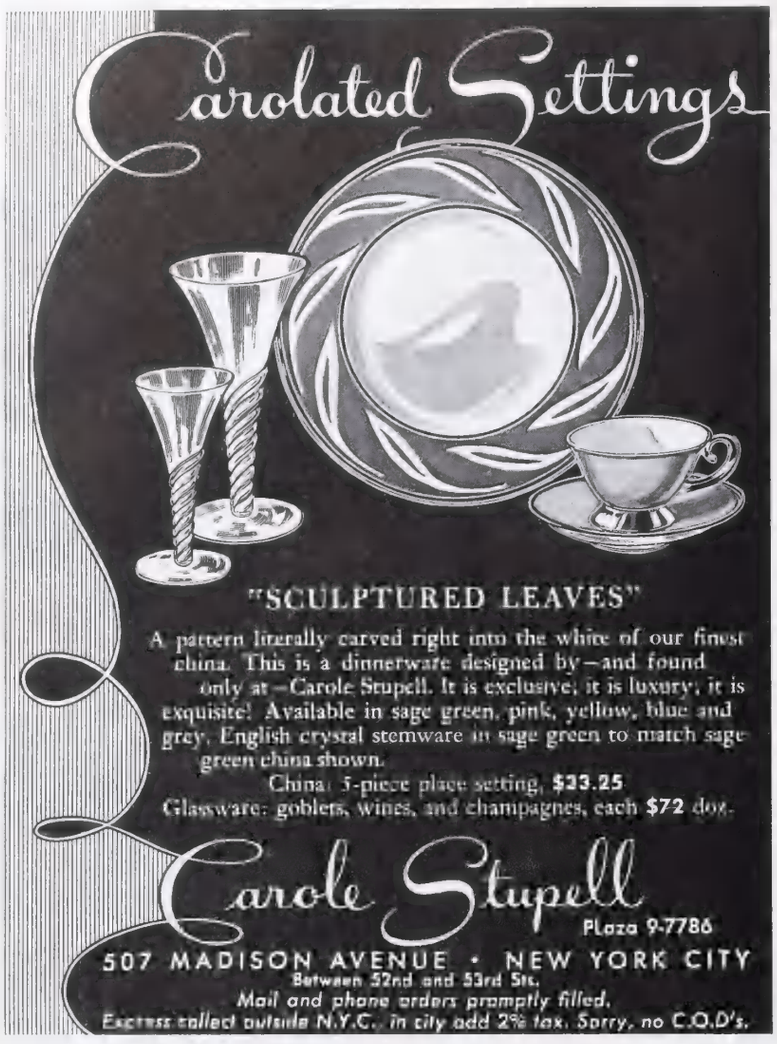
Yes . . . just $1.00 . . . for the plan to that house of your dreams . . . available now in these home plan books featuring the very latest Ranch, Modern, Cape Cod and other home styles.

Frame construction or concrete block construction books available with hundreds of FHA approved home plans designed for beautiful and economical construction. Complete working blueprints available for all homes shown. Send coupon today.

HOME BUILDING PLAN SERVICE
2454-V NE Sandy Blvd.
Portland 12, Oregon

Enclosed is ☐ $1.00, ☐ $2.00, for the new home plan books as indicated:
☐ Frame Construction
☐ Concrete Block Construction

Name _____
Address _____
City _____ State _____



"SCULPTURED LEAVES"

A pattern literally carved right into the white of our finest china. This is a dinnerware designed by—and found only at—Carole Stupell. It is exclusive; it is luxury; it is exquisite! Available in sage green, pink, yellow, blue and grey. English crystal stemware in sage green to match sage green china shown.

China: 5-piece place setting, **$23.25**
Glassware: goblets, wines, and champagnes, each **$72** doz.

Carole Stupell

Plaza 9-7786

507 MADISON AVENUE • NEW YORK CITY

Between 52nd and 53rd Sts.

Mail and phone orders promptly filled.
Express collect outside N.Y.C. In city add 2% tax. Sorry, no C.O.D's.



Window



GIANT CHARCOAL BU ET. You couldn't give "grate outdoor man" anyt he'll be prouder of than handsome colossus. Handmad Vermont of pine, and h painted in red and black measures 12" tall. 13" wide, holds 20 pounds of charcoal you may have it painted your name instead of "Charc $9.95 ppd. Gotham Gifts, 6 Exeter St., Forest Hills, N. Y



PRETTY SOFT! It's a be roses for the tired camper v he stretches out on this dre air mattress. Made of heavy film plastic, Pac-a-bed inflate a flash, and it's like slee on a cloud! Pac-a-bed and ma ing air pillow pack in a u bag about the size of a maga With 24" x 72" mattress, $1 with 24" x 48" mattress, $1 Ppd. Plastic Sheeting Co., S.E. 6th Ave., Portland, Ore



NO HORSING AROUND you when you paint in oils the Picture Craft Set! Eve amateur can achieve a profes al-looking painting. All you take the color marked "one" paint all areas marked "one your canvas. Ditto for "two," There are 15 subjects to c from, including "Thoroughb shown. $2.95 each. Frame painting, $2.95. Ppd. The Ar Galleries, Fort Dodge, Iowa

CALIF. REDWOOD LAZY SUSAN WITH CERAMICS



Ideal Gift for Weddings, Anniversaries, Birthdays — 12" size — **$6.95**

Genuine California Redwood Lazy Susan, hand turned, ball bearing, felt base. Choice of colorful ceramic dishes: green, chartreuse, maroon, grey, yellow, blue. Insured & ppd.

Size	Lazy Susan only	Lazy Susan with Ceramic Dishes
12"	$3.25	$6.95
16"	4.50	9.95
20"	7.95	13.95
20" DeLuxe		16.95
24" DeLuxe	11.95	19.95

(Specify light or dark wood)

STUDIO "H" — *Write for Free Folder*

DEE'S REDWOOD PRODUCTS

2199 Folsom St. San Francisco, Calif.

The CHOW BELL



Something New for Outdoors!

Let the pleasant, clear ring of the CHOW BELL add that "come and get it" atmosphere to your outdoor fireplace, patio or garden.

Parents will find the CHOW BELL to be the ideal signal for "round-up time."

Made of finest bell metal . . . furnished with bracket for mounting and rawhide pull.

Home size (5" Diameter)	Estate size (8" Diameter)
$9.95	**$22.50**

Check or Money Order—We pay postage.

CARROLL'S

339 W. 43rd St., New York 18, N. Y.



Design 115—3'x5' Hand Hooked Rug. Beige ground with bright colored center and border colors of Black, Green, Brown or Wine

$47.50

The new strikingly colored brochure illustrating hand-hooked rugs is yours for the asking . . . just send ten cents to cover cost of mailing.

PINE TREE RUGS

Buckfield, Maine

Reproductions By Mail



Cozy Charm

For delightful cheerfulness in your bedroom, bath or dressing room, choose the Susan Slipper chair. Smartly button tufted seat and back. Height 30"; Width 21"; Depth 17"; in sturdy American hardwood. Upholstered in our lovely florals either blue, green or natural background; or in distinctive striped chintz, either blue, green or red. Price $19.75 each or two for $38.00. Or, in your fabric, per chair—$17.00. (Send 4 yds. of 36" or 2½ yds. of 50" material. Express collect. (No C.O.D.'s). Send check or money order. Also, send 10c for your copy of "A Selection of Chairs."

The Chair Shop
Box 220 Hickory, N. C.



PISTOL RAC



for Young Cowpunchers . . .

That young "Westerner" in the family proud to own this handsome pistol ra his parents will be proud of his neat "shootin' irons" when he's not at pla is natural pine finish, sturdy, and att decorated in red with cowboy design. 3 Holds 6 pistols—4 on brackets and 2 in A wonderful addition to a boy's room pus room . . . an excellent gift choic

Rack without pistols, complete brackets and rings at top for ha $4.95 pos

Sorry, no C.O.D.'s.

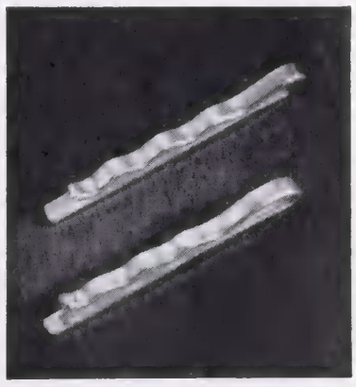
FABREN MFG. COMPA
Dept. 61, Box 1263, Lancaster

Shopping





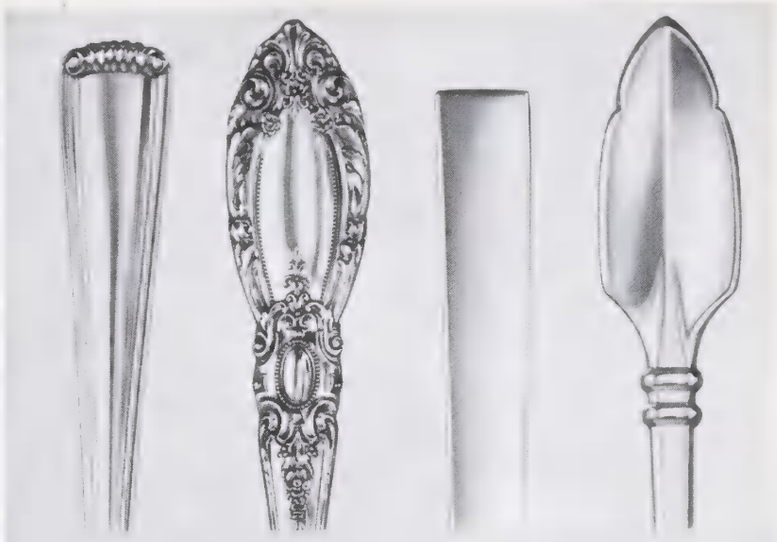
GED VINE. Can you think anything prettier than this ging at your entrance, on the ace, in the breakfast room, beside a sunny window? A ovable planter is inside the , which comes with a grace- racket and screws for hang- In white-enamel finish, it sures 5" x 5" x 15" high. e is just $2.75 postpaid, from h Chapman, 50 Piermont . Nyack, N. Y.



BELLES. Glittering head- s that will make any girl minded are these sterling r bobby pins. We asked n by pin crank" to test their ping action for us, and she ht a pair. Remember them ridesmaid's presents, too! he pair, incl. tax and post. lay House, Bellevue Theater ., Upper Montclair, N. J.



-A-PAT is a gadget we guarantee you'll butter up to! e of clear plastic, it holds arter-pound bar of butter, t slices, serves, and stores it. wire slicer across the front e lid neatly cuts it according e measured markers on the m. Just $1 postpaid. Brecks Boston, 856 Breck Bldg., n 10, Mass.



Sterling Flatware from Cartier

Neo Ionic, $32.50; King Richard, $39.50; Modern Plain, an exclusive French import, $60.00; Robert Bruce, $76.75. Prices are for 6 piece place settings. Federal tax included.

Inquiries by mail receive prompt and careful attention

Cartier

INTERNATIONALLY RENOWNED JEWELLERS SINCE 1847

FIFTH AVENUE AND 52ND STREET, NEW YORK 22, N.Y. PLaza 3-0111





. the VASEMAKERS of ROOK- OOD present a Porcelain Classic the Trumpet Vase.

ilable in pink, light turquoise, myrtle n, yellow, and violet gray porcelain. (Height 10", Width 5")

OOKWOOD $7.00

OKWOOD PLACE
NCINNATI 2, OHIO POSTPAID



"BOOK-FILE"

fits right in bookshelf

$5.25 postpaid

Accordion index A to Z, plus extra compartments such as tax records, bank statements, etc. Tooled leatherette in maroon, green, brown. 8x10".

HALL GALLERIES
ALBERT STEIGER COMPANY
SPRINGFIELD · MASSACHUSETTS



FARRIER'S KIT



Hand made of mellow brown, heavily antiqued knotty pine. 26" long 12¾" wide, 29" high overall.

$29.75

Express charges collect
Sorry, no C.O.D.'s

Send 10¢ for booklet, "COUNTRY HOUSE REPRODUCTIONS"

The Lennox Shop

The Unusual in Gifts and Home Decorations

Hewlett, N.Y.



COLONIAL

GATELEG TABLE

AND COLONIAL CHAIR

Authentic reproductions, possessions of pride. Hand crafted with unhurried skill from selected *solid* wild cherry or *solid* black walnut. Choice of highly resistant carefully hand rubbed finishes. Table seats up to 10 persons, choice of leg styles, price approximately $145. Chair, hand caned seat, approximately $30. Open stock. Guaranteed. Send 15¢ for actual photographs, wood finish samples, price list and further information on gateleg and lazy suzan tables, ladderback and Captain's chairs, hutch cupboards, serving chests, coffee and end tables and many other heirloom quality Early American reproductions. Visitors welcome.

WINEMILLER'S
COLONIAL REPRODUCTIONS
COLDWATER, MICHIGAN

SEA FOOD SERVERS

For those important first impressions—serve sea food, fruit cup, madrilene in these sparkling, crystal goblets. Just fill glistening glasses with crushed ice. Food keeps fresh and frosty in snug-fitting removable glass liners. A wonderful parting gesture for frozen desserts, too. Personalized with handsome 3-letter monogram.

Set of 6 with monogram, $10.75 postpaid.
Set of 8 with monogram, $13.75 postpaid.
Set of 12 with monogram, $19.75 postpaid.

No C.O.D.'s please

EUNICE NOVELTIES Dept. B-61

Our 11th Year

P.O. Box 41, Rego Park, N. Y.





Imported Jam Set with Spoons

Made in England. Twin glass dishes of diamond-cut design in a silver plated frame with dainty ball feet. The comfortable handle keeps matching spoons in place when not in use. A delightfully new way to serve jams, relishes, candies, salted nuts, etc.

$10.

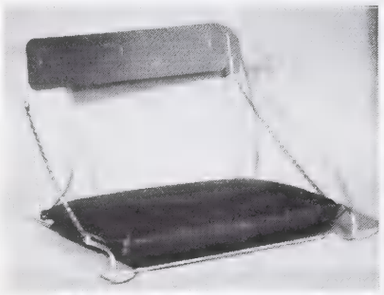
Each Dish Measures 3-⅛" in Diameter

Price Includes Federal Tax + Postage Prepaid in America

MERMOD · Jaccard · KING EST 1829
JEWELERS • STATIONERS • SILVERSMITHS
Ninth and Locust Streets
ST. LOUIS 1, MISSOURI



Bac-Rac





Tired of sitting on hard, backless benches? Be comfortable! Take along an easy chair!

Bak Rac takes the ache out of backless benches. Generous full size cushion—curved back to prevent fatigue. Folds compactly. Clamps easily and securely on any board seat, bench, boat seat, and holds firm on concrete steps without slipping backward. Steel constructed, waterproof cover.

$3.95 each postpaid **$7.50** per pair

Satisfaction guaranteed. Makes an ideal gift

BLOCK COMPANY, Dept. N
138 W. 54th St., Chicago 9, Ill.

STUDY INTERIOR DECORATION

SIX WEEKS' PRACTICAL TRAINING COURSE
SUMMER SESSION

Resident Day Classes

Start July 9th. Send for Catalog S

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DECORATION
515 Madison Ave., New York 22, N. Y.



The MOLLY STARK Rocker

Authentic Antique Reproduction

This lovely rocker is 21" wide and 36" high. Frame of hard maple, finished in mahogany or natural maple. Sturdily made with heavy webbing, hair and cotton padding. Upholstered in durable floral tapestry with brown or black background. Specify finish and color of tapestry wanted. Shipped express collect from factory in Western New York.

Priced only $39.75—No C.O.D.'s please

MOLLY STARK SALES
600 MICHIGAN BLDG. DETROIT 26, MICH.



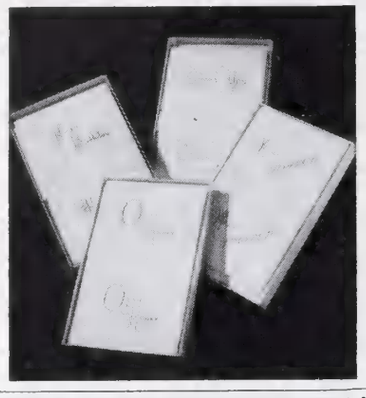
Windo



YOU'RE IN LUCK if you l this giant coffee pot for buffet parties. It swings back forth for easy pouring on aluminum horseshoes, and maple stand, with a well fo vigil light "warmer," is decor with brands. The 5-qt. stonew pot is a wonderful martini ser too! $35 ppd. You can orde from Helen Gallagher, 413 ton Street, Peoria, Illinois.



PASS THE BUCK to smoking husband and he'll cr you with the big catch on his fishing trip. The silver do in the base of this sterling si ash tray may never have charms of a leprechaun, but sure to get a smile from any whose luck needs a change wide, it's $6.95, including and postage. Order from M guerite Weber, 15 East Street, New York 22, N. Y.



IMPROMPTU NOTES. you've had these in your drawer for quick thank-yous, formal invitations, last mi birthday greetings, you'll wo how you ever did without th "Happy Birthday" is embosse raised gold lettering, "Th You" in silver, "Open House red, and "You Are Invited" blue. 48 assorted or one d kind, $3 ppd. Randall-Kerr, 17035, Los Angeles, Califor



GRADUATES of grammar schools, high schools, colleges or hospitals, will remember the day with special affection whenever they look at their miniature understudy, each bearing his or her own name and name of school or hospital in gold letters on the gown or skirt. 7" high, $3.00 ppd. No C. O. D.'s please.

JAN-EL GIFT SHOP
15 East Front St.,
Keyport, N. J.

NOW! TO THE READERS HOUSE BEAUTIFUL

AMAZING *No Time Li* HOSPITALIZATION PL

SOLD ONLY BY MAIL • GOOD ANYWHERE IN THE UNITED STA

Protects You and Your Fan in case of Sickness or Accid

costs only 3¢ a day

Accidental Death and Polio Coverage inc

A remarkable value! More coverage! Less Individual or entire family eligible, bir age 70. Policy pays Hospital Room and Benefits as long as you remain confined TIME LIMIT! (rest homes, sanitariums, Hospitals excluded). You get Cash Benefi 74 Surgical Operations . . . Lump Cash fo cidental Death . . . Cash Payment for L Eyes, Hands, Feet . . . Special POLIO p tion . . . plus other valuable coverage cluded. Maternity Rider available at extra cost. No waiting period! We pay DIRECT TO YOU! Only 3c a day for a 1½c a day for children to age 18. Sold by old, reliable company.

FREE Don't delay. Send for FREE BOOKL No obligation. No agent will c

North American Mutual Insurance
Dept. 651-HB **Wilmington 99, Dela**

Shopping



IAN'S JACKET, of thirsty cloth with wood buttons, a plastic pocket with a zip- d closing. No matter how ny the sea, he'll be *one* sailor dry cigarettes and matches. small, medium, large, and large, it comes in white, maize, beige, or gray with ograms in self or contrasting es. $11.95 plus 35¢ postage. klin-Bayer, 630 No. Mich- Ave., Chicago, Ill.



INGSIDE SEAT for young ans is sturdily made of solid and maple with green canvas and back. "Roundup Time, Director" is on the front; the 's first name is on the back. lds for storing. 10" plywood Tray slides on to either comes with first name on initials on plastic glass. complete, ppd. Krimstock . 112 N. Ninth. Philadelphia.



E COVERED WAGON carried your prospecting an- r across the continent is a ght-provoking miniature of ood old days. Get it for a who thinks Cadillacs grow ees, and he'll see that the to the 20th Century was a one. Made in England, the metal wagon has yellow s, 4 horses, and a driver. long. $1.75 ppd. J. J. An- . Box 402, Milwaukee.





for Originality and . . .

Efficiency

NEW ENGLAND household SALT SHAKERS . .

must for the "Gourmet"

oor or outdoor cook- se unusual and utili- salt shakers of native t pine will be a con- on piece of any party. owing embers of fire- nhance their hand-in- uster. Also perfect as orative item in any ion room or Early an kitchen.



E HOTBOX" SHAKER salt, pepper or spe- seasonings. 6" high by 2" square, only 25 postpaid.

LLET SHAKER" features an 18"-long dle for ease in reaching over the sizzling into the frying pan. 8" x 2" shaker— $2.25 postpaid.

yours today—and several for gifts from

THE *Hollyhock* SHOP

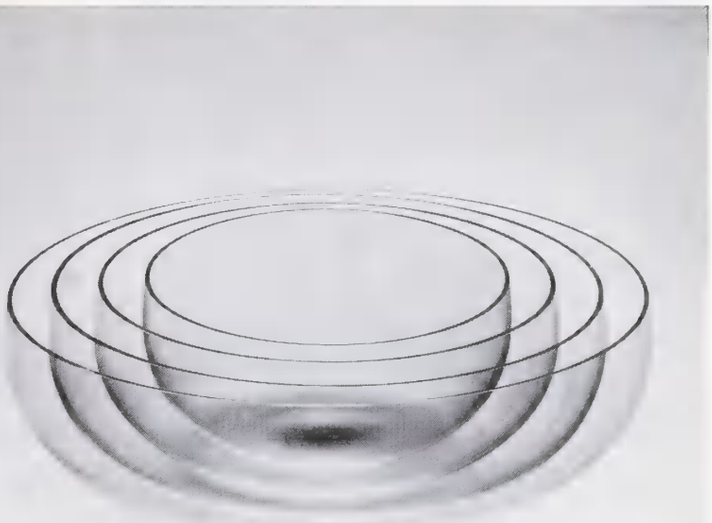
Main St. Peoria, Illinois



MOIRA SHEARER'S *autographed* **RED SHOES**

They have danced their way into your heart—NOW they can be enchantingly yours, in your own home as a table or wall decoration, plain or filled with flowers or ivy. They are of bright red ceramic, lined in white, with a red satin ribbon. They are actually cast from Miss Shearer's famous red ballet slippers, and each pair is dedicated personally to you by her autograph appearing on the insole. **$4.50** *ppd.*

CESANA—P.O. Box 546F—Hollywood 28, Calif.



Fine foods deserve a setting by Jensen

You may supply the ingenuity—your favorite cook book, the recipe. But Jensen's, as always, supplies the perfect setting. This time it's their Leerdam Crystal salad bowls tinted a delightful steel blue. Perfect accent for all your salads.

8" bowl, $6. 10" bowl, $8. 12" bowl, $12. 14" bowl, $16. Nest complete, $42.

MAIL AND PHONE ORDERS FILLED—ELDORADO 5-6630
NO CHARGE FOR DELIVERY WITHIN 300 MILES

GEORG JENSEN INC.
Fifth Avenue at 53rd Street • New York 22, N. Y.



The TV LAMP *and* SHADOW BOX *that* IMPROVES TV

One of the most unusual TV Lamps ever designed—the combination of a Shadow Box *(12½" Wide by 15½" Long)* and TV Lamp makes it unique. A Moulded Wood Fibre masterpiece, with hand-carved effect that is more than just a beautiful Shadow Box—a Lamp that actually improves pictures on your TV screen due to no light reflection.

You can also use this new Creation as a Night Light, a Wall Lamp, a Pin-Up Lamp or a Bed Lamp. It adds beauty to any room. Finished in Walnut or French Gold at only $9.95 *complete with* light bulb. (Figurines in illustration not included at this price.)

Order yours today under Money Back Guarantee. Send check or money order. Sorry, no C.O.D.'s.

LARAMIE LAMP CO.
2407 S. Laramie Ave., Dept. 6, Cicero, Ill.



Magazine Rack

This magnificent magazine rack is generous enough to hold all your current magazines. Painstakingly constructed of heavy gauge copper or brass, lavishly trimmed with embossed bands of brass, it has solid brass handles, is regally mounted on heavy cast brass feet. 7½" wide, 15½" long, 12½" high.

$19.50 plus 75c for sending E. of Miss.; $1.00 W. of Miss.

Write for Catalogue

Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.

RE-PAD OUTDOOR FURNITURE



Rejuvenate your old chaise longue pads with PAD-A-PADS, the tufted, cotton-filled duck covers that slip right over standard 24 x 74 pads for chaise, swing, glider or cot . . . Elastic bands and ties give tailored effect . . . PAD-A-PADS are filled with six pounds of cotton . . . Vat-dyed, water repellent, and mildew proof . . . Blue, green, yellow, rust or red ..... $9.95 Postpaid

Custom-made, larger-sized PAD-A-PADS for covering pads up to 30 x 74 available at ..... $10.95 Postpaid

No C.O.D.'s please . . . write for catalogue showing patio and beach pads, officer's chair covers, pillows, etc.

SUN-FUN SHOPS OF CALIFORNIA
P.O. BOX 4977, FLORENCE STATION
LOS ANGELES 1, CALIFORNIA



Bibliophile Boxes

made out of antique French and English books with fine old leather bindings. No longer usable as texts, they now are: boxes for cigarettes, links, jewelry, desk addenda—single book, 2.50; double, 3.95; card boxes, 3.50; letter boxes, 5.95; book ends, 5.95 Street Floor

Lord & Taylor

424 Fifth Avenue, New York 18



Keep Ice Cubes 4 Hours!

THERMO TUMBLERS

Exciting new Thermo Tumblers keep ice cubes four (4) hours without melting. (Prove it to yourself!) Two layers of Polystyrene with a vacuum between is what turns the trick. They won't sweat, need no coasters, won't moisten hands. Ideal for bridge. 10-oz. size, in festive colors of Cobalt Blue, Red, Green, Amber. You'll want several sets for summer servings!

Set of 8 (one each shade) $5.00 Each. $1.25

Mail orders rushed postpaid

artisan galleries

FT. DODGE IOWA



Make lots of

PERFECT PARTY CANAPES

in a jiffy! only $1

Everyone loves these three delicious, wonderfully economical Sell's Pâtés – that's why smart New Yorkers have served and happily gobbled up millions of tins in the past few years! Serve straight, or add chopped nuts, pickles, capers, sherry, mayonnaise, etc., for endless variety.

$1 Party Package includes three 4½ oz. tins: One each of famous **Sell's Liver Pâté,** delectable **Sell's Minced Chicken Pâté** and newest sensation, **Sell's Deviled Ham Pâté. With FREE FOLDER** of party canapé recipes.

Price includes postage inside U. S. No C.O.D.'s

ANNE SHARKEY

Dept. B, 4 West 57th Street, New York 19, N. Y.



Windo



YOU'RE FIGURE PERF

in this two-piece bathing
Made of Moygashel linen, i
Berle's famous Delineator (
wired bra) built right int
Available with skirt or sho
comes in black with chart
trim, navy with lilac, white
red. Send for measurement
Fill in, return; and suit is
to order. And *how* it fits! $
ppd. J. Berle, 26 West
Street, New York, N. Y.



RIGHT OUT OF T

BOTTLE you'll serve ice to
thirsty guests, and with its
appearance a new bar-st
born. Shaped like a giant wh
bottle, the Gibson ice buc
made of plastic, keeps ice
vigorous from 4 to 6 hour
need to be a jumpin
hostess, either, because it
about 1½ trays of ice cubes.
ppd. The Bar Mart, 62 W.
St., New York 19, N. Y.



A SWAN FOR A SON

hand-blown glass swan, fl
on a mirror "lake," and t
a wake of green ivy, beco
centerpiece that you'll be
proud of. Or use it as a bo
two goldfish. With the pri
he bears, you may want
several of them. 7" long, 5"
just $1.50 postpaid! Artistic
Company, 36 East Merric
Freeport, Long Island, New



Count on PRESTO'S HELP When You're Hit by Fire

You may need PRESTO ONLY ONCE . . . and it may save YOUR life! Have it handy! Always ready for instant action. So light, compact, easy to handle that you or even your child can put out all types of fire (including electrical) in as little as 2 seconds. Harmless to food, furnishings. The same chemical used by U. S. Air Force for fighting fire in B-29! Guaranteed for 20 years. Rechargeable, refillable. ORDER NOW! For kitchen, car, garage, office.

GOODWILLIE PRODUCTS
231 W. Wisconsin Ave. Milwaukee 3, Wisconsin

☐ Regular at $3.98 ppd. ☐ Double Capacity $5.95 ppd.

Name.....
Address.....
City.....Zone...State.....
Sorry, no C.O.D.'s



HOT DONUTS IN A JIFFY!

Enjoy hot donuts in minutes with amazing, new Presto-O-Gun, polished aluminum home donut maker! Marvelous for breakfast, snacks or when guests drop in. No rolling out dough or cutting donuts. Simply load "gun" with one of easy recipes furnished, squeeze trigger, out come perfectly formed donuts! Ideal gift! Order today. Send check or money order.

Only $5.95 postpaid.

KITCHEN ECONOMY CO.

Dept. B-6 125 Tenth Street
Oakland 7, California





You'll GO for that deliciously *different* taste of food cooked outdoors over a fragrant wood or charcoal fire. A Hancock Outdoor Fireplace will make your feasts mouth watering memories to you and your friends. So easy to build, too, with the Hancock "skeleton" unit. Ovens, spits and other accessories available. Send 10c for 4-page Plan Sheet—"HOW TO BUILD YOUR OUTDOOR FIREPLACE"—with working drawings for a variety of designs.

$36.50 up F.O.B. Pontiac, Mich.

HANCOCK IRON WORKS

231 W. PIKE STREET, PONTIAC 14, MICH.



PATAKWA MOCCASINS — Bliss

Beautifully handcrafted in the Indian R
Country of glove-soft washable sueded cowl
lifted inside heel-cushions and flexible pad
Versatile cuff can be worn rolled up or d

CHOICE of Natural, Turquoise, Gold
Brown, Em. Green, Red, Royal Blue, Indic
FOR MEN and WOMEN in sizes 4 to 8
in sizes 9 thru 12
BELT (adj.) $2.95; POUCH BAG (tax incl
Same Patakwas FOR CHILDREN in
brown only in sizes 5-7-9 .....
in sizes 11-13-2 .....

Order by mail today. Send Cash, Check or M.O. and we pay postage, or send $1 deposit, balance C.O.D. plus p. o. charges. Satisf. guaranteed. Immediate Del. Gift orders carefully handled.



OLD PUEBLO TRADERS

Box 4035 Dept. HB Tucs

Shopping



U'LL FOOT IT FEATLY

ugh the hot days to come you have these Ferragamo s. Made in Italy of hand- en raffia, they're cool beau- The backless sandal ties, t-fashion, around your ankle; es in natural, red, or navy. oxford has red leather wedge. es in natural with navy and trim. Sizes 4-9, narrow or ium. Each $10.95 ppd. Joseph ll, Zero Newbury St., Boston.



PERB GIFT for a June is this 1-qt. Junior copper ng dish that comes with an ol burner, stand, water com- nent, tray, and a converter adapts the burner for use other servers. Think of the Benedict, the Crêpes Su- ! With an 8-cup copper cof- ot, $27.50 exp. coll. *Chafing Cookery* by Florence Bro- $3. Carole Stupell, 507 son Ave., New York 22.



SERVES YOU RIGHT

sand-free when you're pic- ng at the beach, or lunching back yard. Lawn Servet s into the ground, has a ly plastic tray that holds two es in spill-proof coasters, wo plates. The plated steel nscrews for storing and Ser- comes an indoor tray. $2.50 2 for $4.50. Post-paid from ess Co., 1117 N. Dearborn Chicago 10, Ill.





For the June Bride Sloane's offers you this

silver-plated lazy susan incl. Fed. Tax **$32.**

It revolves on ball bearings and has five compartments, one covered. Heavily plated on copper it is guaranteed for approximately ten years. 16" in diameter.

Prices are slightly higher on the West Coast.

Slight charge for shipping outside our regular delivery area.

W&J SLOANE

NEW YORK • SAN FRANCISCO • BEVERLY HILLS • WASHINGTON

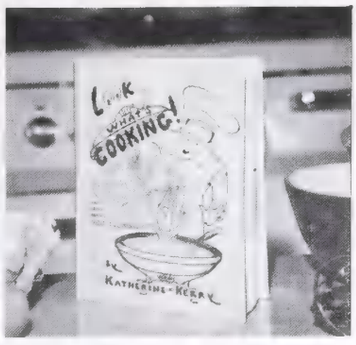


MAILMASTER
the HANDICRAFTERS

ade of heavy brass, with hand-wrought iron scrollwork. Beautifully finished soft Terra Cotta or gleaming Black); or to a lustrous NATURAL BRASS. Blends style and setting of your home. Order immediate delivery.

(postpaid): brass box in color—$16.95; brass with wrought iron—$17.95. 55c st of Rockies. Your name hand lettered a. Complete with fastenings (designate wood type).

INE SPECIALTY MFG. CO.
HAMILTON ST. • RACINE, WIS.

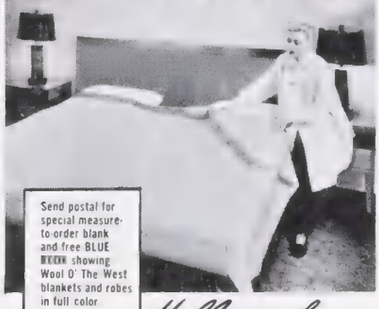


LOOK WHAT'S COOKING IN SAN FRANCISCO!

Cracked crab, rex xole meuniere and other special recipes that make San Francisco one of the world's gourmet centers. "Look What's Cooking in and Near San Francisco" is a fabulous 136 page collection of delicious recipes from San Francisco's most famous restaurants . . . easy to follow, too, and delightfully illustrated. Each famous dish is described so clearly you can make and serve it yourself. Excellent taste as a gift for that particular gourmet you know.

Send $3.00 to **Brannan's Sea Captain's Chest, 211 Jefferson St., San Francisco, Calif.** (No C.O.D.'s)

BIG NEWS for BIG BEDS!



Send postal for special measure-to-order blank and free BLUE BOOK showing Wool O' The West blankets and robes in full color.

Hollywood 3-Dimensional Blanket

BY WOOL O' THE WEST.....$42.95

...TAILOR-MADE TO FIT ANY OVERSIZE MATTRESS!

HOLLYWOOD 3-Dimensional is the only seamless blanket ever designed to fit any oversize bed. Tailored to your specifications, this amazing new blanket features patented zippered and mitered corners plus a generous tuck-under flap . . . provides more than the usual foot freedom and is guaranteed to stay in place all night. Makes bed-making a snap.

- 100% wool, mothproof. ■ 10 decorator shades.
- Matching rayon satin binding on all 3 exposed sides.

WOOL O' THE WEST **PORTLAND WOOLEN MILLS, INC.**
BOX 2620 ■ PORTLAND 3, ORE.

ENGLISH BONE CHINA



America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

HERBERT S. MILLS
EAST KING ST. • HAMILTON, CANADA

The BABEE TRIP-PER



"Designed to Make Travelling With Baby a Joy"—American Home

Fitted travel basket to hold all baby's personal needs for visiting, trips. Comes with plastic bowl, tumbler, spoon, bib, pouches for cotton and dry cereal, talc, diaper bag. Room for clothes, food, all the extras. Hand-woven of sturdy, light-weight oak. Lined with gay, washable plastic. Indispensable for infant and toddler. A perfect gift. Postpaid anywhere in the U.S.A. No C.O.D.'s. **$6.95**

ST. NICK'S WORKSHOP
450 Sixth Avenue, New York 11, N. Y. Dept. B

SOLID COPPER TEAKETTLE



Imported from Finland

A collector's prize that is both useful and decorative. This authentic handcrafted solid copper teakettle will add "Old World" charm to your home. Pure tin lining prevents unpleasant taste. Graceful design blends with any home setting. A different and ideal gift.

- **A Practical Teakettle**
- **Beautiful Decorator Piece**
- **Clever Planter for Flowers**

6-CUP SIZE

An unusual value—Money-back guarantee.

$9.95

SUPPLY LIMITED **Postpaid**

ORDER TODAY ——————

Check or M.O. enclosed. Please send _____ Imported Solid Copper Teakettles at $9.95 each.

Name _____

Address _____

City _____ Zone _____ State _____

Lucy Morris

Good Things for Good Living

5095-A S.W. Barnes Rd., PORTLAND 1, ORE.

Add a note of originality to Entertaining

Serve NORRIS



DELLA ROBBIA MINTS

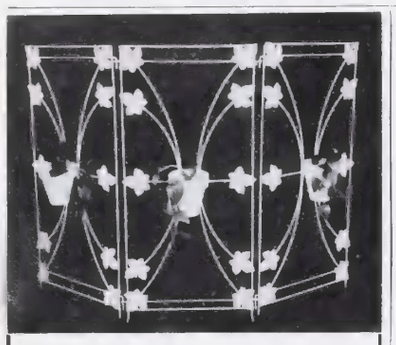
By the makers of the famous VARIETY BOX

Serve the original fruit and flower shaped mints, hand-tinted and flavored with rarest English mint.

$1.25 the pound

NORRIS EXQUISITE CANDIES

NORRIS CANDY COMPANY ▪ 223 PEACHTREE ST., N. E. ▪ ATLANTA, GEORGIA



FIREPLACE FANTASY

Pretty camouflage for your fireplace—a graceful 3-section screen of white metal. Plant your favorite vines in the three white pots. That unused fireplace becomes a thing of beauty with the white scrolls and flourishing vines. 32" high, 45" wide. Folds for putting away.

$10.95 prepaid

No C.O.D.'s please

EDITH CHAPMAN
50 Piermont Avenue Nyack, N. Y.

POST-CLIP
Sterling Silver



A wonderful gift at mail order savings—$5, F.T.I. A money or paper clip for pocket, handbag or desk. Postmarked with any date, or with blood type. In facsimile of your own handwriting, $6 F.T.I. Print or write clearly name, address and date (or blood type) and enclose check or money order. Sent prepaid.

CULBERTSON PRODUCTS
Box 29 Madison, New Jersey



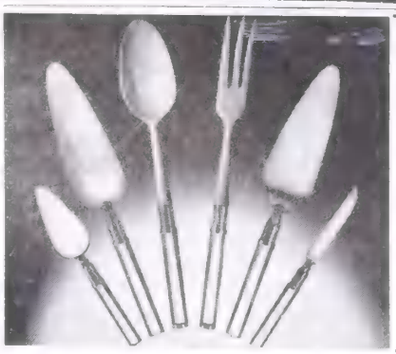
Price $25.00 delivered to your home. Duty payable on receipt approx. $3.50. Size 22 in ▪ 12 in. x 9½ in. high 120 watts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
BRIDGE WORKS, ENFIELD, MIDDLESEX, ENGLAND

This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Belling

Manufacturers of Electrical Appliances of Distinction since 1912



for a distinguished service gift to a Bride—

sterling silver cuffs, stainless steel, and gleaming lucite give these servers instant appeal. Boxed, gift wrapped, and can be mailed directly to the Bride.

left to right

Cheese Knife .....$2.75 each
Cake Server .....$4.50 each
Salad Set .....$7.75 each
Pie Server .....$4.50 each
Fruit Knife .....$2.75 each

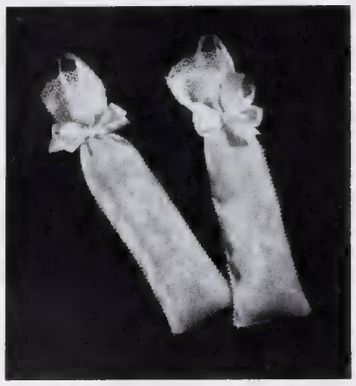
Tax and postage included

HOUSE OF LOGAN
BOOTHBAY HARBOR, MAINE

Window Shopping



TAKE A TABLE that's 21½" high, use it for s Sunday-night sandwiches h television set, as a cigarette by your husband's favorite Made of mahogany with a gallery and brass-tipped fe top measures 20" x 10½". an extra one for your be chaise! $19.95 ppd. Mayma 79 West Grand Street, Mt non, N. Y.



BRIDAL SWEET. Eve closet will be fragrant with if she loops these sachet over her dress hangers. The is particularly nice—as fres sweetly spicy as an old-fash garden. A gift box of two sa in pink, blue, yellow, gre orchid is $2, including ta postage. Bingham's, 509 Ave., New York 17, N. Y.



YOU'LL BE A SMOO when you step from your if you shake a few drops inol into the water. It s hardest water and is w fully soothing to your nerves, and muscles. Ros ranium. Verbena. Violet. of the Valley. Pine. Mimosa nation, and Gardenia. 2-o tle, $3; 4-oz., $4.20; 6-oz., 6½-oz., $6. Ppd. Satinol 201 S. La Salle, Chicago.

(*Continued on page* 37)

Fine clothes deserve fine hangers

For Him



Extra wide 20" clear lacquered Swedish modern finish. Selected imported wood. Extra length trouser rod. 3 for $5— 6 for $9

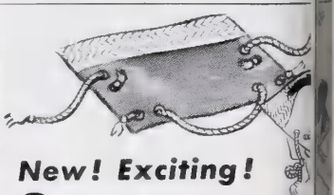
For Her



Ladies' Plastic Suit Hanger. For suits and 2 piece dresses. True shoulder shape. 17" wide. Special nickel plated hook and clips. Crystal clear plastic. 6 for $3.

No C. O. D.'s or Stamps please
all postpaid write Dept. B

NATIONAL HANGER CO., INC
15 WEST 18th STREET, NEW YORK 11, N. Y



New! Exciting!

SUNABOUT "COO HAT... from California only $1.95



Sun wise Californians wear Sunabout h gardening, sports, everywhere under th Made of finely woven natural straw wit gold, rose or gray denim trim. Reversi adjustable to any head size. Flattering wi up or down. Order one or several Sunabo today; specify denim color. Money back antee. $1.95 plus 5¢ postage. No C.

M. R. FLEISCHMAN CO
2285 Palou • San Francisco, Cal

Command performances in fine china





MAGNIFICENT DINNER SERVICE *for the White House,* ordered by President Wilson in 1917, one of several services made for our Presidents. Rare translucent beauty, plus its superior durability, has made Lenox the choice of connoisseurs seeking the finest in china.

for you, **THE SAME SUPERB QUALITY IN EXQUISITE**

PEACHTREE

BY LENOX

Yes, the very same translucence, hand-craftsmanship, and amazing strength of the White House china are yours in charming Peachtree. There is only one quality china made by Lenox . . . the finest. Delicate sprays of peach blossoms on the famous Lenox coupe shape, with rims of precious 24-k. gold, create a lovely dinner service that is made to keep its color and beauty for generations.

5-piece place setting (dinner, salad, and butter plates, teacup and saucer) . . . $19.25

For Help in Choosing Your Fine China send for the name of your nearest authorized Lenox Dealer. Write Lenox, Inc., Dept. K2, Trenton, New Jersey. Enclose 25¢ if you wish "The Reference Book of Fine China" with full-color pattern and price leaflets.



CINDERELLA
5-piece place setting, $19.25



BELVIDERE
5-piece place setting, $17.25

LENOX CHINA

AMERICA'S WORLD-FAMOUS FINE CHINA



A new idea...to help you own the fine furniture you've wanted

LIVING ROOM, dining room, bedroom pieces with the superb detail, the fine quality of custom furniture—yet, thanks to skilled methods, offered at far below custom prices! That's the Heritage-Henredon idea!

Shown here are only a few from many, many lovely Heritage-Henredon designs. All are adaptable, so you may choose whatever you can now, add later.

Start living with the fine furniture you have wanted for so long. Always look for the Heritage-Henredon hallmark!

SOPHISTICATED BUT NOT FORMAL! Twin seat and chairs have broad, low, classic lines, echoed in the parquetry-top lamp table, the cocktail tables used singly or in pairs. Small buffet is perfect for living-dining room, has roomy linen and silver drawers, adjustable shelves.

LOVELY FOR A LOW CEILING! (Below.) Wine-cellar side board, 36" high, has satinwood border, boxwood inlays. Ample room for linens, silver, tall bottles. Table may be closed to cozy twosome size, or extended to seat 10. Host chair, also available in leather, can double in hall or den.



Heritage Henredon *fine furniture*

CUSTOM QUALITY at PRACTICAL PRICES

Factories at Morganton, Mocksville, High Point, N. C.

Marvelous Furniture Book—25¢! Ideas for every room in the house. Scores of beautiful pieces, groupings, rooms. For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB6, High Point, N. C.





Your Comfort Lasts a Lifetime...

with these Ponderosa Pine Windows



Get *double* value for your kitchen—be sure that your cabinets, too, are Ponderosa Pine. These sturdy cabinets come in sizes to fit any kitchen space. You can finish them natural, or easily paint or enamel them in the colors of your choice.

Years and years from now, you'll *still* be patting yourself on the back for choosing windows of Ponderosa Pine. In winter, you'll relish the extra insulation that this friendly wood provides—the weather-tight construction that keeps out wind and cold. In summer, you'll find that wood windows help keep your home cooler, too.

With Ponderosa Pine windows, no rust, corrosion or condensation problems will nibble at your pocketbook. Your paint brushes will stay idle longer, because satin-smooth Ponderosa Pine holds paints or other finishes so lastingly. And whether you choose double-hung windows or casements, you get modern, streamlined, eye-appealing beauty.



Send today for your copy of this fully illustrated, helpful idea book.

Ponderosa Pine Woodwork
Dept. UHB-6, 38 South Dearborn Street
Chicago 3, Illinois

Gentlemen: Please send me a copy of your booklet "Ponderosa Pine Woodwork for Today's Home." I enclose 10 cents. (Please print.)

Name .....

Address .....

City ..... State .....

FOR FRIENDLY LIVING... *Ponderosa Pine*
WOODWORK



Newly-wed or not . . . enjo

Trousseau Luxur

Envy not the blushing bride. You too can have a Fieldcrest trousseau. Blankets like a cloud. Towels to swathe you as proudly as ermine. Sheets and bedspreads, all unabashedly luxurious. Woven to last and be lo (and pamper your budget, too), because Fieldcrest is another word for quality.

Look for these thick, thirsty Hunt Club towels at your favorite department store. In six gorgeous deep tones . . . Derby Black, Gold, Saddle Brown, Leather Tan, Hunt Green and a brilliant Coat Red.



® Fieldcrest

TOWELS

Sheets • Towels • Blankets • Bedspreads
Electric Blankets • Karastan Rugs • Lace
Tablecloths • Curtains • Hosiery • Rayons

FIELDCREST MILLS, DIVISION OF MARSHALL FIELD & COMPANY, INC., 88 WORTH STREET, NEW YORK 13, N

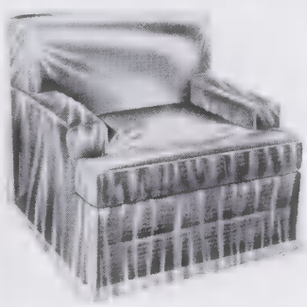
Window Shopping

CONTINUED FROM PAGE 32

HE JOY OF FLOWER AR-ANGING, edited by Helen n Pelt Wilson, gives you 108 otographic studies, with notes, arrangements for every month the year. These are the work 12 women, famous for their ent and originality, in arrang- flowers. You'll get ideas lore, and you may end up a ze-ribbon winner. $3.95 ppd. M. rrows and Co., 114 E. 32nd , New York 16.



LASTIC SLIP COVERS, de of sturdy Firestone Velon, semi-transparent, wipe clean h a damp cloth, and they lly protect furniture. Thirty aped-to-fit" styles include sizes everything from wing chairs hide-a-beds. Also separate pil- covers. Most chair sizes are 95. Send for free descriptive alog and sample of plastic. use of Schiller, 180 N. Wacker ve, Chicago 6, Ill.







1. Choose from 185 patterns by all leading American silversmiths.
2. Receive your *entire* sterling service with your first payment! Your 24 pc. set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soup spoons, 4 spreaders.
3. Receive, without extra charge, an exquisite Tory jewel-box anti-tarnish silver chest with your sterling silver service . . . plus one hand engraved initial on each piece!
4. For 4 place settings (24 pcs.) $5 down, $5 a month; 6 place settings (36 pcs.) $7.50 down, $7.50 a month; 8 place settings (48 pcs.) $10 down, $10 a month; 12 place settings (72 pcs.) $15 down, $15 a month.
5. Whatever you need, write or phone Margaret Howe, Silver Consultant.

Above prices are for 6 pc. place setting and include Federal Excise Tax. Price-fixed by mfr. under Feld-Crawford Act of N. Y. Prices and terms are subject to change.

ESQUIRE BOOT POLISH
De-Luxe FOOTMAN

The complete Home Shoe Shining Outfit that keeps everything neatly in place, right at your finger tips.

Everything you need for the brightest shine—a truly professional shine. The Footman is a fine piece of furniture. Comfort-height footrest has non-slip rubber tread surface. Contains $1.50 worth of **ESQUIRE POLISHES:** 4 cans of Esquire Boot Polish (2 brown, 1 black, transparent) Esquire Saddle Soap, Esquire Sole and Heel Dressing, 2 quality brushes, 2 fine daubers, 2 soft shine cloths. No more scratched chairs or scuffed radiators if you have a Footman in the house. Every member of the family will use it. Don't delay, order today.



ONLY $6.45 postpaid

COLLEGIATE SALES CO., DEPT. B,—P. O. BOX 95, G.P.O., NEW YORK 1, N. Y.



New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 15 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, cape cod (red) maple, antiqued salem (golden brown) maple, natural (Blond). Cherry or Walnut. Measures 30" high. 25½" wide, 3" deep. Price **$17.50.** Express Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.)

C. & T. ASSOCIATES
3514J South San Pedro Street
Los Angeles 11, California.



Amazing results guaranteed!

RE-PLATE worn Silver in just FIVE MINUTES!

New plating solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE," the new silver-plating liquid is made from pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating; gives worn silverware that **"brand-new"** look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle, **$4.** Economy 8 oz. size, **$7.** Magic tarnish-preventing bag free with **$7** size.

MARKET-COMBERS
Box 3282, Atlanta, Georgia (Station F-6)

Unusual "GLASSLIKE" Medical White Enamel

LIQUID "PLASTIQ GLASS" Now **$9.65 gal. $3 qt.** POSTPAID
5 YEAR GUARANTEE NEVER YELLOWS—SMOOTHS ITSELF *Whiter than White*

America's Highest Priced Fine White Enamel **Made with SILICONE**

Marvelous SILICONE Glaze. A "more brilliant than porcelain" discovery. Sold largely to doctors and hospitals for interior and exterior. Hard to beat this flashing "Whiter than White" glaze for refrigerators, cabinets, furniture, woodwork, etc. Easy to brush on. Won't spatter or run. Goes 2½ times further than other paints. Truly economical beauty! Prepaid. Money-back guarantee.

OVER RUN SPECIALS. SPECTACULAR SILICONE PAINTS

Reg. Gal.		
6.60	"Asbesco" Asbestos White Shingle Resurfacer	4 Gal. 11.60
4.40	Easy Brush Int. Gloss White, Ivory or Cream	4 " 8.80
4.90	Int. Semi Gloss White, Ivory or Cream	4 " 10.00
5.90	Filteroff, compares with $8. White Enamels	4 " 15.00
5.90	Outside White, Pure Linseed, Lead, Zinc	4 " 13.00

Select 1 gal. any 4, 4-gal. cases only. Order promptly. Send check or M.O. Prices FOB factory. Money-back Guarantee. Card brings complete list State requirements, etc.

PLASTIQ FINISHES CO., MATAWAN 9, N. J.



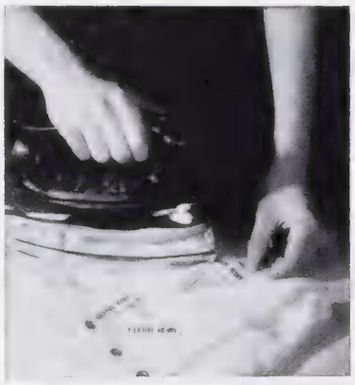
DON'T PAN ME . . .

If you miss out on this special purchase made by me on top quality Spartan made 7 inch copper skillets. Beautiful satin chrome finish inside, entire outside genuine copper clad on steel. Copper assures and retains even heat. Stain and rust resistant. Heat resistant handle. Bound to give years of wear. Send check or money order for only $2.00. We will send postage prepaid.

HARRY CUNNINGHAM DISTRIBUTOR
1606-1 Haight Street
San Francisco 17 California



Window



IRON 'EM ON! No more sewin on name tapes for your camp bound child! Just warm up th iron and press them on! They'r made of Thermoplastic, and th heat permanently fuses them t clothing. White tapes, with colo fast names in blue, black, red, are $1.50 for 100; $2 fo 150; $3 for 300. For 2-line nam add 50¢. Ppd. Art Colony In dustries, 69 Fifth Ave., New York



A BIRTHDAY RECORD fo mother of a young brood is th sterling silver, heavy-link brac let that comes with a disc for eac child. The first name and date birth is engraved on ¾" sterlin discs, and we can't think of happier solution to the proble of what to give Grandma. Brac let, $3; discs, $2 each, includin tax, postage, and engravin Wayne Silversmiths, 546 Sout Broadway, Yonkers, N. Y.



LILLIPUTIAN ROSES, ju 8" high, come in ten heaven varieties. Red double-bloomin Midget, extra-fragrant pink Swe Fairy, soft pink 1" Roulet white Pixie with 40 petals, crim son Tom Thumb, luscious pi Bo-Peep, double Oakington Rul vivid Red Elf, snow-white clust blossom Estrellita, rose pi Pumilla. In a cedar plant $2.50; 3 for $6, ppd. Jo Thumb, Box 132, Portland 7, O



Debutante Heads

Lovely hand-decorated, lustre-glazed pieces add that note of interest to rooms. Use as planters or vases for wall or stand. Use cut flowers and a bit of veiling for novel effects (see photo)

Safe delivery guaranteed. Warranted fade and leak-proof. No C.O.D.'s; please add 25c for shipping.

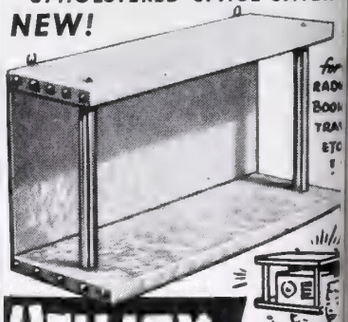
EXQUISITE COLORFUL IRIDESCENT POTTERY

Debutante heads are 7" high in pretty iridescent Dusty Rose or Leaf Green.

PER PAIR $4.89

LOUISE MARTIN Gifts
5068A1 S. Martindale Detroit 4, Mich.

BEAUTIFUL . . . COMPACT
UPHOLSTERED SPACE-SAVER
NEW!



UTILITY SHELF!

A wonderfully compact household utility shelf perfect for displaying plants, bric-a-brac, radio —anything that you want to show to best advantage! Sturdily constructed and upholstered in beautiful washable plastic, "UTILITY SHELF" attaches to wall in seconds with just two screws —and cleaning's a cinch! 18"x 6½" x 9½". Choice of gleaming Yellow, Red, Gray, Mother of Pearl, Green, Blue. **Only $4.**

SEND NO MONEY! Remit with order, we pay postage. C.O.D.'s plus postage. MONEY BACK IN 10 DAYS IF NOT COMPLETELY SATISFIED

UTILITY SALES 6622 Ave. Brooklyn, N.

Shopping



OOK WHAT WE FOUND. lastic place mats that have the eave, feel, and appearance of al linen. And they lie flat, wipe ean, never crack or curl! With cordé-like border in a handsome mpire design. Plastimats come white, yellow, red, dark green, y blue, gray, chartreuse, or mingo (coral), 75¢ each, ppd. ertram Shrier, Ltd., 1147 Con- ecticut Ave., Washington 6, D. C.

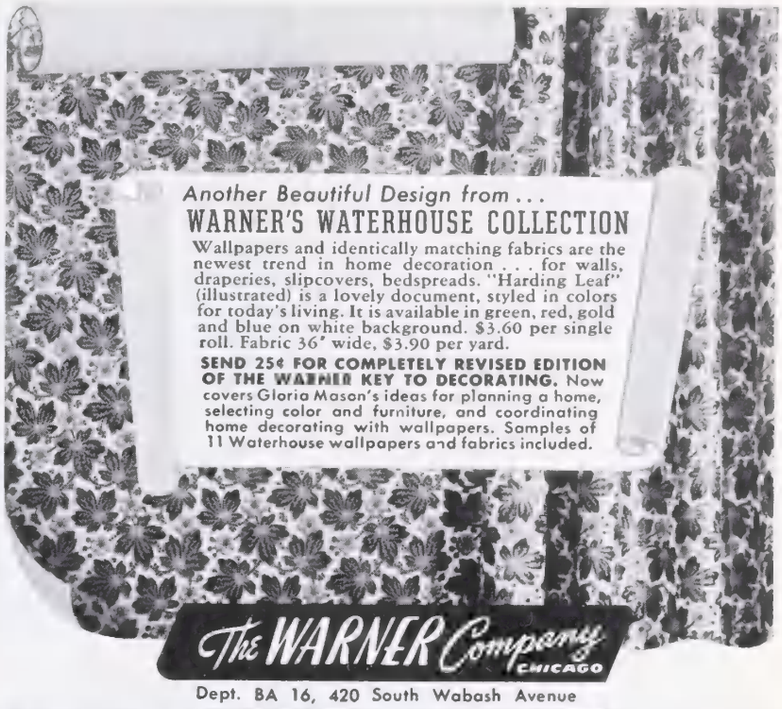


LEASE BELIEVE US when e say that you'll love this new merican dinnerware and you'll ve its price tag! Designed by alter Dorwin Teague, it has a odern Jack-in-the-pulpit center, fern green border. The 20-piece rvice for four includes din- r plates, bread and butters, ps and saucers and fruit bowls. .95 plus 75¢ postage. Scully & ully, 506 Park Ave., New York.



ATCH THE BIRDIES eening their "feathers" on the ge of this darling alabaster bird th. You could, of course, fill it th water and put it on your wn. But we think it's much too etty to let out of your sight. why not fill it with flowers mints, or use it as an ash tray? ¼" $1, 3½" $2, 4¾" $3, 6" $4. d. J. Orlando Co., Inc., 15 ore Street, New York 4, N. Y.





Dept. BA 16, 420 South Wabash Avenue

BEAUTIFY AND PROTECT REDWOOD



Even long-lasting Redwood needs surface protection. Protect and preserve the natural beauty of Redwood with Liquid Raw-Hide Redwood Finish-Clear. Easily brushed or sprayed on. Indoors or Out. Complete "Redwood Finishing" booklet with every order. $1.65 Qt., $4.65 Gal. Prepaid. Guaranteed. Thousands of satisfied users.

LINSEED OIL PRODUCTS
351F DEL MONTE STREET
PASADENA 3, CALIFORNIA



Keep Clothes Neat While Traveling

***New* TRA-VALET**

Keep your clothes neat and clean while traveling—with the new Tra-Valet. Carries 3 suits or 6 dresses. Hangs in closet or car. Neatly folds over with handle for easy carrying. Made of sturdy two-tone brown, leather-like plastic, with dust-proof zipper closing. Light weight. Perfect weekender—throw in your shoes, shirt, hose—yes—your bathing suit too! Sent you tax and postage paid. Women's Tra-Valet (holds dresses) $7.95.



Men's Tra-Valet **$6.95**

Order by mail—satisfaction guaranteed

Foster House
15-B Cole Court Princeville, Ill.

LOWEST PRICES ANYWHERE

Nothing More Comfortable Healthful Durable **FOAM RUBBER**

d New Beauty and Comfort!
FA and CHAIR CUSHION REFILLS
lace your present sofa pillows with firm, uriously comfortable FOAM RUBBER. s easily into your present casing. 5" thick ring to 3" at edge. Fully reversible. Gives r sofa and chairs new life.
x 22"—$11.50 22" x 24"—$12.50
er sizes and shapes made to your require- nts.

Way Television Pillow
triangular shaped foam rub- r pillow ideal for watching or sitting in bed. Many her uses. Covered in durable oric. Your choice of green, aroon and gray. $11.95



ATTRESSES—For Healthful Sleep
eep on super-relaxing 4½" thick foam rub- r! Posture-improving, non-allergic. Guaran- ed for 20 years! SINGLE—$69.75, DOUBLE 9.75. Specially constructed Matching BOX PRING—$49.75
d 10%—West of the Rockies. Full money- ck guarantee. WE PAY SHIPPING CHARGES N ALL MERCHANDISE

FOAM RUBBER STORE
1427 Euclid Ave. Cleveland, Ohio



HANDS NEVER TOUCH WATER WITH THE NEW

"TWISTO" MOP WRINGER

Just twist the mop handle slightly and press downward. Presto! Your mop is wrung and cleaned. So quick. So easy. Use as strong a soap or disinfectant as you wish. Your hands never touch the mop. Used by thousands of homemakers, the new Twisto Mop Wringer snaps on any standard 10- 12- or 14-quart bucket, leaving ample room for wetting the mop. Made of aluminum and steel to last a lifetime. Your money promptly refunded if you don't agree that your Twisto is worth many times its small cost in easier, quicker and cleaner mopping. Order now. They're going fast. ..... **$2.95** Post Paid

BROCK & COMPANY Box 96-A, Station E Atlanta, Georgia



GAY MAGNETIC MEMO PAD

Ideal for your home, for gifts or bridge prizes. Includes 8" x 10" red, green or yellow metal board, magnetic pencil, two lifetime magnets that hold notes to board, memo pad. Easily installed in home or office. No pins—no tacks. Attractively packaged. Money back guarantee. $1.75 post paid. *Immediate delivery.* Mail check or money order now. Give first and second color choices. No C.O.D.'s please.

HARVEY E. SMITH, Dept. HB
1435 EAST MARKET ST. YORK, PA.
Originality in Gadgets and Gifts



Colorful, Gay, *Snack Bar!*
For Impromptu Serving

Use in the garden, patio, sun porch, or for buffet parties, card parties, T.V. gatherings. Sets up in a jiffy—folds flat for easy storing.

Convenient carry handles—tray removable for extra use. Tray size 13½" dia., tray colors red, green, yellow—white frame. Stands 22" high, rubber tipped legs. Baked enamel—alcohol and heat resistant finish thruout—all steel construction.

Price **$4.95** Available with 8 colorful 14 oz. plastic tumblers with matching coasters and spoons at $6.95.

Perfect answer to the problem of the unusual gift. No C.O.D.'s please. Express shipping charges collect

BLOCK COMPANY, Dept. S
138 W. 54th St., Chicago 9, Illinois

DAY-n-NIGHT MARKERS

These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- **Reflector lettering—tiny glass beads mirror light at night**
- **Permanent raised letters and numbers 1½" high**
- **Lifetime aluminum—rustproof**
- **Baked enamel—black background—white beaded letters**
- **Double plate 18" long—reads the same from either side**
- **Any wording you want, up to 15 letters and numbers PLEASE PRINT CLEARLY**

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

SATISFACTION GUARANTEED OR MONEY BACK

FREE CATALOG

Spear ENGINEERING COMPANY

26 Spear Bldg., Colorado Springs, Colo.



BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID



MAILBOX MARKER fits any mailbox—install in a minute $1.95 POSTPAID



Canada's leading jewellers

BIRKS extends a friendly welcome to all visitors to inspect our fine collection of English Bone China Dinnerware patterns . . . Birks own Sterling Silver Flatware in more than 20 patterns . . . You will find an unusual variety of quality gifts to reward your visit—all at advantageous Canadian prices.

Stores in Principal Canadian Cities BIRKS



DE LUXE TEA WAGON

PLAYS MANY ROLES

Only $15.95 Prepaid

The versatile "Arden" . . . a charming host for the home and garden. Invaluable step-saver for teas, cocktails, buffet suppers. Perfect, too, in the nursery and sickroom. Sturdily built of selected hardwood, smoothly sanded, ready to paint or stain. You'll assemble it in five minutes and enjoy it a lifetime. Styled for traditional or modern interiors. Size 18" x 28" x 31". Also available finished in choice of Chinese Red, Green, Canary Yellow or Black Lacquer: Maple, Mahogany or Natural, at $5.00 additional. An ideal gift.

Please send check or money order to

PLEASANT HILLS INDUSTRIES

700 Third Ave., Dept. L-6 Brooklyn 32, N. Y.

ever use your phone in the dark?

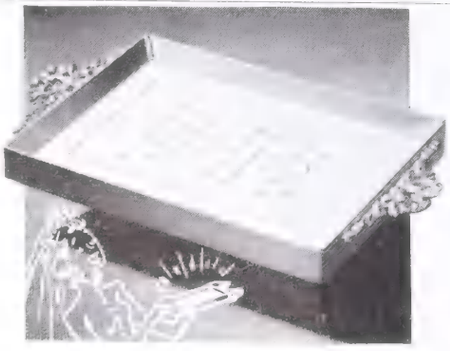
Lite-a-dial

Lights up your phone dial when you lift the receiver...goes out when you hang up

Makes dialing easy and sure—without turning on other lights. Every home NEEDS Lite-a-dial—for dark days and use at dusk, for phones in dimly lit locations, for people who don't see well. A wonderful night light, too. It's beautiful, inconspicuous. Forms an integral part of the phone, fits in a minute on any AMERICAN BELL square type phone. Sent postpaid, $4.95.

LITE-A-DIAL Corp. 1220 W. 30th INDIANAPOLIS, INDIANA





This is the gift they'll love best:

unique Wedding Invitation Tray!

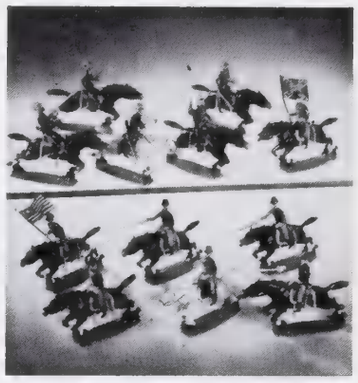
Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for **$5.95.** Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, **$7.95.**

MARKET-COMBERS

Box 3282, Atlanta, Ga. (Sta. F-6)



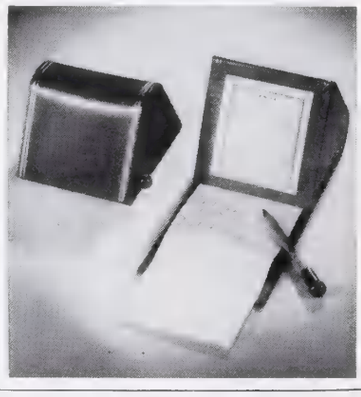
Window



GETTYSBURG IN MINI TURE. A young tactician v direct his men with the know-h of a Lee or Grant with th Union and Confederate soldi There's a standard bearer, bug officer, and three troupers dres in the blue of the Union, the C federate gray. Each set of mounted soldiers that rem from their saddles. $10.95 p paid. Military Miniatures, 1 Lexington Ave., New York



LICK THE PROBLEM of missing postage stamp for t last-minute greeting card stocking this grosgrain case. holds 60 or more stamps in b sizes, and they can't fall out; a moisture-proof lining so t can't stick. It fits in your pu your husband's vest pocket. Co in red, brown, green, or r blue. $1 ppd. Salt & Pepper Sl 445 E. 86th St., New York.



TIP-TOP is the fitting nam this fine leather memo case. side, there is a jumbo roll paper which you pull out needed. A plastic cutting ba a "rip-snorter" for tearing written notes. Then, when tip the top back, you have a 1 calendar. In red, green, mar or brown leather with gold-to border and gold-stamped init $6.50 ppd. C. D. Peacock, Chicago 3, Ill.

BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20½"; recess 12" x 17¼" x 4⅜" deep
- Satisfaction guaranteed

Model M-2 (*pat. pend.*) **$21.95** *postpaid*

Manufactured by (Calif. orders add sales tax)

House of Hospitality

Dept. B-6 11545 Ventura Blvd. North Hollywood, California

FREE CATALOG

SHAPED TO FIT FURNITURE COVER



Firestone Velon Stops Dirt At Surfa Plastic covers provide year-around prote against dust, romping small fry or pam pets. Over 30 **"Shaped-To-Fit"** styles, in ing **Sectionals, Lawson, Kidney, Wing, abed,** others. Also separate Pillow C Soft, pliable, won't crack or peel. L prices, plus money-back guarantee! Most sizes $3.95. **FREE CATALOG & SAMPL PLASTIC**—send name and address NOV

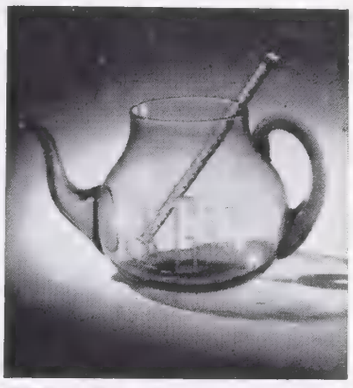
House of Schill

Dept. 111 180 N. Wacker Chicago

Shopping



POTTY MARTINIS. If never mixed martinis in ot, and poured them—with- illing a single drop—from nder spout, you don't know you've missed. This one is of green Italian glass, has d-engraved 3-letter mono- and comes with a stirrer. postpaid. Eunice Novelties. 1, Rego Park, N. Y.



EE CARAFETTES are ual coffee servers, and we hey're wonderful. Each one 2 full cups, keeps it piping d the heat-resistant glass rated with platinum bands. lastic handle gives you a rip for pouring. Set of 4 ttes and 4 coasters, $6. In- l Carafette and coaster, Ppd. Elron Products, 156 icago Ave., Chicago 10, Ill.



FARE. The bleak cavern your summer fireplace be- a decorative exclamation with this glamorous camou- It's a big 39" fan, made of paper composition, and it in a rich green, gray, or immed with gold. Remem- s as an outstanding present ur week-end hostess! Just postpaid. You can order n Foster House, 15 Cole Princeville, Ill.





LOOK! *Amazing New Discovery!*

It's More Brilliant Than a Diamond!

Write today for the FREE illustrated booklet that tells the full story of the latest miracle of science — the story of a glorious jewel discovered in the laboratories of one of the world's largest corporations. Read all about the Kenya Gem that so closely resembles a diamond that only an expert can tell the difference.

More Fire! More Brilliance! But Costs Far Less!

This marvelous gem has more brilliance, more fire, and a more dazzling display of color than the finest diamond, and yet it costs only 1/30th as much as a diamond of equal size. ***You can buy on Easy Payments if you wish.***

You can now own an unmounted Kenya gem for only $27 (1 carat) to $120 (4 carats); also men's distinctive rings and ladies' fashionable rings and earrings of 14K white or yellow gold set with expertly cut Kenya gems.



The Cinderella of Science

Kenya Gems are the sensational discovery you read about in the Reader's Digest and The Sat. Eve. Post, "the only thing on earth more brilliant than a diamond." It is a true gem, crystallized by science instead of nature.

Copyright 1950 Kenya Gem Corp.

Write Today or Send Coupon for FREE Illustrated Booklet

KENYA GEM CORPORATION
DEPT. 246 PHILADELPHIA 44, PA.

Write or Mail Free Coupon Today

Kenya Gem Corp., Dept. 246
Philadelphia 44, Pa.
Please send me, without obligation, the FREE illustrated booklet telling all about Kenya Gems.

Name .....
Address .....
City ..... State .....

YOUR BED CAN'T COLLAPSE WITH THESE NEW
BEDSPRING SUPPORTS

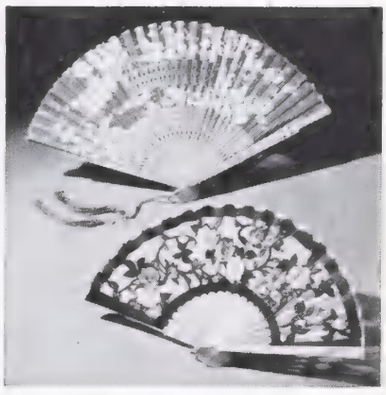


NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E Atlanta, Georgia



Chinese Sandalwood Fan with dainty hand painted decorations on pastel colored silk, pierced sticks, 8" $6.95

Japanese Silk Fan, appliqued with roses on white, black or pastel colors, mother-of-pearl trim, 6½" $4.50

Add 25¢ for postage

Alfred Orlik Inc.
745 FIFTH AVE. AT 58th ST. NEW YORK 22

PROTECT CHILDREN

Pets Clean with **FLEA-NO MAT**



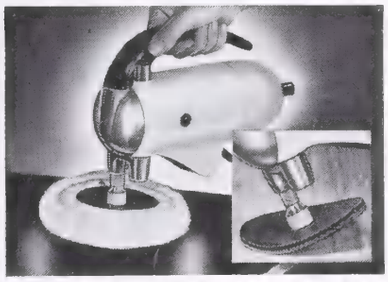
ge dogs . . 15"x28"
6" POSTPAID **ONLY $2.95** post paid
Very Economical!

Flea-no-mat

lls insects — stops dog odor!

his revolutionary, chemically d mat on regular bed of pet, or tely — rids cats or dogs of fleas, nits. Pleasant, clean odor counter- nimal smell. Kennel-tested by inarians. **Order today — money guarantee!** Check or Money Order

. F. GARRETT CO.
Manufacturer
O. BOX 1143-196 DALLAS, TEXAS



USE ELECTRIC MIXER TO WAX, POLISH, SAND

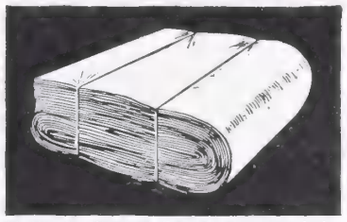
with new slip-on TOOLZON

Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip — tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **$3.00**
Extra wool buffer $1.00
Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.
BOX 265H • WALNUT CREEK, CALIFORNIA

You Can Still Buy SHEETING If You Act Now



WIDE 99" WHITE COTTON SHEETING

There's no scarcity of wide KRAFT sheeting YET in the heart of the Deep South's Textile Country. That's why we can offer this long-wearing 99" wide cotton sheeting at such a low price. This same quality is the choice of many government institutions. 10-yard bolts only $9.90. (Less than 10-yard lengths $1.09 per yard.) SEND NO MONEY! Pay postman just $9.90 per 10-yard bolt, plus C.O.D. and postage, or send cash with order and we pay postage. (No C.O.D.'s on orders for less than 3 yards.) Your money back if not 100% satisfied.

ONLY 99¢ YARD In 10-Yard BOLTS

Thrifty Quality. 114 threads per square inch. Strong, firmly woven selvage edges for extra wear. Launders beautifully. Creamy unbleached color gradually washes out. Gets whiter each washing.

Stafford-Smith Textile Co.
Dept. 122 **Dalton, Georgia**



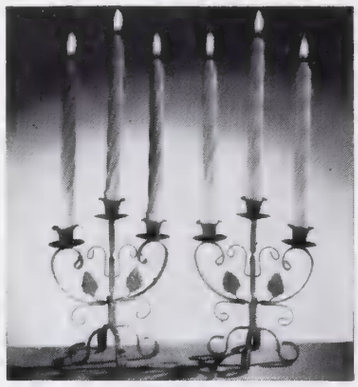
PORT-A-CRIB

A lovely baby bed and a handy play pen—all in one wonderful unit. Converts via slotted corner-posts which slide and lock safely. Perfect for vacation trips with baby . . . sets up in autos. Ideal for small quarters . . . for grandparents. Rolls thru doorways. 42" x 27" wide. Folds to 6" width. Natural hardwood. $21.95 ppd. Complete with wet-proof mattress, $29.90. Guaranteed. Free folder.

PORT-A-CRIB, INC.
Dept. 27, Box 945, St. Louis 1, Missouri



Windo



RADIANT GLOW-G TERS. Candlelight becon woman, and these wrough candelabra will do won things for you *and* your Think of them spearing th darkness of your terrace their six points of light! In peian green or black finish wide, they come with 6 r ivory candles. $9.95 pr., $5. Ppd. No c.o.d.'s. The Joss Box 147. Dedham. Mass.

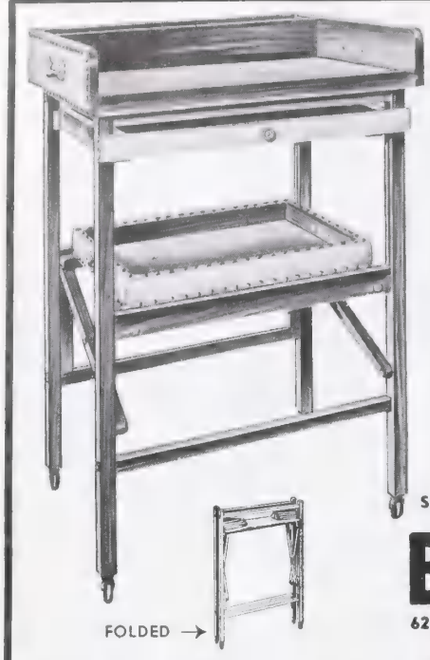


FAIR IS THE FIDDLE will bring its own melo springtime to your coffee or night stand. It's ma French faïence, hand-painte scrolls and flowers in ru green, and the violin shape a grace note that turns in enchanted ash tray. Abo long. $5.50 plus 35¢ post. Orlik, 745 Fifth Ave., New



YOUR PLACE IN THE is the most heavenly "ta cot that ever turned you bronzed star. It's made e of aluminum, weighs a fe weight 9½ pounds, and the duck comes in green, bl red, 82" long, 28" wide, a off the ground, it folds u compact 40" x 28". $24. press charges collect. The Box 3513-A. Merchandise Station, Chicago 54, Ill.

ROLLING FOLDING BAR



Perfect for cocktail service! Removable upper and lower trays with Formica surfaces. Mahogany or blond finish. Trimmed with nailhead studded leatherette in hunter green, dark red or luggage brown. 38" high, 26" wide, 19" deep.

Without drawer **$49.50**
With drawer **$59.50**
(Shipping charges extra)

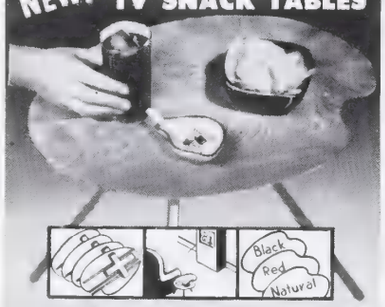
Send for FREE "Tippler" Catalog 27

FOLDED →

BAR MART

62 W. 45th St., N. Y. 19, N. Y. MU, 7-1190
America's Most Unusual Store
Bobbie Ganger, Executive Director

NEW! TV SNACK TABLES



Stack flat - Chair-high - Modern colors

Get TV Snack-Tables—end party clutter! Smart, handy, unusual!

Make your party more fun, more comfortable, with sturdy tables that hold snacks for 1 or 2! Legs fit under top for flat storage. Veneer hardwood. 13½"x14"x18½"

H4619--Natural, ea. **2.25**; 4, 7.98ppd
H4619a-Red or black **2.50**; 4, 8.98ppd

Ask For **FREE** Catalog

Send check, cash, money order to

Miles Kimball Co.

33 ALGOMA OSHKOSH, WIS.

Money back if you're not satisfied,.naturally!



You, Too, Can Have Your Old Silver Restored to Its Original Brilliance

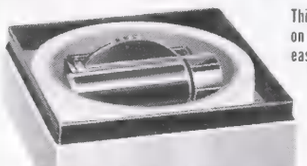
Send us your precious Silver for complete restoration. The cost, much less than you think! Since 1873 Bromwell's has specialized in replating and repairing the silver of distinguished families. Ask for our Silverplating booklet B61, also for estimates. Your bank or credit agency our reference.

SILVERSMITHS SINCE 1873

D. L. BROMWELL, Inc.

708 12th St. N.W. Wash. 5, D.C.

IDENTIFY CAMP and SCHOOL CLOTHES EASILY, QUICKLY, AT LOW COST, WITH IDENTI-KIT



This amazing time-saver permits permanent, personal identification on clothing, laundry, dry-cleaning, books, games, toys, etc. So easy a child can do it.

The kit consists of a personal name stamp and pad in a rugged plastic case, with a 2-dram bottle of permanent marking fluid. And, for use where the stamp is impractical (on rough or dark materials), a 180" roll of iron-on tape is provided. A perfect gift for servicemen, students, brides.

MAIL CHECK OR MONEY ORDER TODAY TO:

SEND ONLY $1.95 WE PAY POSTAGE

IDENTI-KIT 1739 TOWNSEND STREET CINCINNATI 23, OHIO

BE SURE TO INDICATE CORRECT NAME FOR STAMP. PLEASE PRINT.



NEW UNDER THE SUN

Here's the cap you'll pop on your head when a round of golf, a set of tennis, or a day at the beach is on your calendar. Cruze Cap comes in white, tan, red, green, navy, or brown twill with name embroidered in any color. The man of the house will wear his for fishing or a double header. Give man's or woman's head size. **$1.79**Ppd.

JANSS

Dept. 7, 272 Madison Ave., Perth Amboy, N. J.

FOR THE HOST WITH THE MOST ON TOAST!



To make a Tantalizing Stew,
To serve that Juicy Barbecue,
To Mix Delicious Cocktails, too!
DAD NEEDS THIS ZANY APRON!

light weight duck, dark blue print **1.98** ppd. no c.o.d.

(Father's Day, June 17th)

BUCKS COUNTY EXCHANGE
Box 261 Daylestown, Penna.

"COASTER HANDI

The New Smart Way Serve Beer and Hi-Ba



DELUXE STYLE

Set of Gift

Attach easily to Cans, B glasses and Kiddies' Milk

Guests will hand it to

Now there's no need to hold a swea pery container! A flick attaches stunni to glasses, or directly to beer and cans (eliminating glass washing). Brin tication to casual home and patio ev nies and barbecues. Designed to fit yo lightweight, *alcohol-resistant* plastic, ural copper tone. Built-in coaster prev —protects furniture. *Satisfaction Gua Money Back.* Shipped immediately

WRITE FOR *FREE* GIFT CA

ROMART Box 8012-B, Chica

Shopping



ER BELLES. *Big* place for dinner place settings 4" x 25". Made of fringed Cloth, hand-blocked in a n bamboo design, they come artreuse or natural with print; rust or hunter green ff-white print. $1.95 a pair, for 4. Solid-color napkins tch are 85¢ a pair. $1.50 Postpaid from Hollywood , 6808 Sunset Blvd., Holly-28, California.



OVE WITH A WON-UL GUY? Then give him onderful smoking stand as a Father's Day present. of solid cherry, the design spired from an old double stand, and the cigarette nd ash tray are genuine Ware, made in the Nether-23" high, $14.95; $27.65, r. Ppd. Carl Forslund, 122 on, Grand Rapids 2, Mich.



E HIM TO A STUD

and the man in your life come the well-ordered in-l you'd like him to be. grain cowhide stud box l with suede, has an extra to protect his cuff links, collar pins, etc. And the is fitted with clippers, s, and scissors. Sun-tan old-stamped initials, it's postpaid. Dale Fifth Ave-9 Fifth Ave., New York.



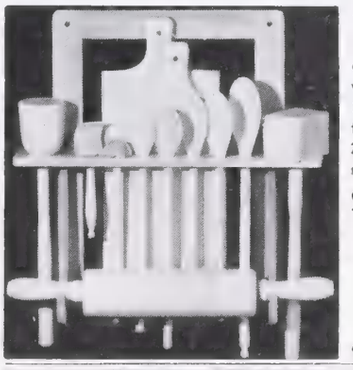
STAINLESS STEEL MIXING BOWL SET →

They will remain bright and shining even after years of continuous use. Use them for mixing, of course. But they have many other uses. You can cook or bake in them or use them for serving or refrigerator storage. (Perfect as salad bowls—vinegar will not affect them in the least as they are stain-proof as well as rustproof!) Made by Vollrath of heavy gauge stainless steel. Set consists of 3 bowls—¾ quart, 1½ quart and 3 quart.

$6.85 postpaid



←BLACK FOREST WOODENWARE SET & RACK



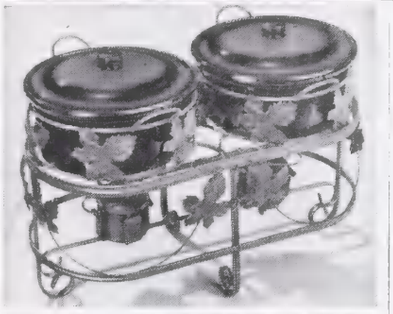
From Germany comes this handsome 13 piece kitchen set. Beautifully made of highly polished hardwood, it consists of 5 various sized stirring spoons (so easy on your precious pots and pans!) Meat tenderizer, potato masher, butter curler, egg beater, 2 cutting boards and a rolling pin—all in a rack ready to hang on the wall door or inside cabinet.

$5.95 postpaid

The most amazing thing about this gorgeous set is its fantastically low price.

SEND CHECK OR MONEY ORDER
WRITE FOR FREE CATALOG

L. F. BLACK & CO., INC.
99-16 Metropolitan Ave. Forest Hills, N. Y.



The New "CASSERWARMER"

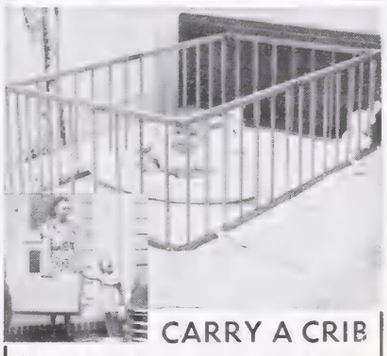
These Patio Twins Solve All Serving Problems

● Twin casseroles on smart antique-green, wrought-iron heating stand. Keeps foods hot and handy. Adds the master-touch to patio parties or family buffets. Oven-proof, highly glazed 2 quart pottery casseroles, in rich chocolaty brown, and individual holders, usable separately. Sturdy stand provides twin sterno-heat burners. Perfect for terrace, table, lawn, picnics. 17 x 9 x 12 in. high. You will enjoy its versatility.

COMPLETE, with Casseroles and Holders, Stand, and Heaters **$15**

Check or M.O. No C.O.D's, please. Express collect.

The **GLASS & CHINA** *House*
Where Gifts Originate
6040 TROOST AVE.
KANSAS CITY 4, MO.



CARRY A CRIB

Instead of staying home, you can take baby with you for a night, a weekend jaunt or long trip. The Kel-Art collapsible-Krib securely attached to any adult bed, cot or couch with its non-slip webbing straps provides a safe crib or pen for baby to sleep or play. When up, krib is 50 ins. long x 28 ins. wide x 20 ins. high. About standard crib size. Easy to set up or take down, a matter of seconds. Choice maple and birch in clear finish. Comes in suit case size carrying carton. Weighs approx. 8 lbs. Grandmothers love 'em. Thousands in use. Ideal gift for military parents—makes it easy for baby to visit soldier daddy. Prompt deliveries.

Postpaid $13.95—No C. O. D.'s.

KEL-ART COMPANY
P.O. Box 331 Ardmore, Pa.

ON TO MOTHERS·

DIAPER CAMPER



with a comderstanding s nonchalant rd for self-Made of metospital white finish on outminum rust-coating inas colorful design and ore than 80

nt cup in lid es offending amper is 10" by 26" high. with re-plastic liner-a year's supeodorant.

by grows older it's wonderful to hold othes.

$7.95

add 50¢ for shipping

May Birn
Dept. B
Box 26 Mt. Vernon, N. Y.



"Bright Yellow Tent"

A playtent no youngster can resist! Here is the perfect lawn or backyard playhouse . . . this bright yellow waterproof tent with attractive red Indian head designs. Its 36" awning extension makes the perfect porch for sand boxes, table and chair sets, etc. Size 4'8" ▪ 4'8"—5' high. Complete with wood center pole, awning poles, ropes and stakes **$9.25**

MAILED PREPAID — NO C.O.D.s PLEASE

CHILDREN'S BOOK SHOP
293 Alexander St., Rochester 7, N.Y.



MOTHER GOOSE

party favors for small fry

Smart, gay "Favor-it" 3-dimensional figures, easy to assemble, in matching full color table decorations. 34-piece set for 8 children includes invitations, big centerpiece, game tallies, hats, combination nutcup-placecards. Also CIRCUS PARTY set of 25 pieces for 8 children, and BABY SHOWER set of 38 pieces for 12 adults.

only $2.00 per set postpaid **PARTY HOUSE** 3420 W. Capitol Dr. Milwaukee 16, Wis.



Gay Light Switch

for any child's room

Cover the switch in your child's room with a delightful ceramic plate that makes the whole wall gayer—as cheerful as light itself. This white plate fits over any standard light switch and is hand-decorated with the figure of a boy or girl and any first name. And with its smooth surface wonderfully immune to grubby-fingered smudges, you'll find it will protect as well as prettify the wall.

$1.75 Post Paid

Evelyn Reed
538 Madison Avenue
New York 22, New York

Window Shopping



Alvin and International **STERLING PATTERNS**
(Available on Special Order)

The factory deadline for these patterns has passed. However, through our especially large purchase, we can accept your order for delivery in the Fall of 1951 at prices prevailing at time of delivery.

Florence Nightingale	Cameo	Elegance	Old English	Spring Bouquet
Gainsborough	Radiant Rose	Elsinore	Pantheon	Theseum
Mastercraft	Rosalind	Georgian Maid	Primrose	Wellesley
Miss Alvin	Windemere	Lady Betty	Rhapsody	Colonial
Old Orange Blossom	Beacon Hill	Maintenon	Simplicity	Colonial Shell
Richmond	Dorchester	Noseaay	Whitehall	Empress

SUPPLY IS LIMITED—ORDER NOW!
Orders will be filled as received as long as existing stock lasts.

JULIUS GOODMAN & SON
77 MADISON AVENUE — MEMPHIS 1, TENNESSEE



16" Executive
OVERNIGHT BRIEF BAG

Boon to the busy executive! Superbly crafted of solid 5-6 oz. Top Grain Cowhide with ingenious "drop-bottom" that expands for overnight necessities. Readjusts instantly to a slim, handsome brief-case. Solid Brass combination lock insures privacy. Colors: Suntan or Ginger. Value-packed at

$24*

In New York only
719 FIFTH AVE.
MUrray Hill 8-5200

DALE FIFTH AVENUE

Mail and phone orders promptly filled.

*Plus 20% Fed. Tax



"Top of the Morning"—from the top of your Garden wall—with all the pomp and strut of the King of the Walk. Imported English lead ROOSTER 23 in. high. Price $115.00 f.o.b. New York. Write for our illustrated Catalogue of Garden Ornaments in Stone and Metal.

10¢, please, for mailing.

ERKINS STUDIOS
42 West 40th St., New York 18, N. Y.



SYMPHONY IN SILVER

This lovely ballerina pin is beautifully fashioned and finished in gleaming sterling silver . . . stands 2¼ inches from tip to toe . . . and has a safety clasp. Just the thing for that young girl graduate . . . or for that most important person of all—you. It comes gift boxed for only

$1.95 . . . Postage And Tax Included
No C.O.D.'s, Please

House of Ten Eyck
Johnstown, New York



SCENIC WALLPAPER

PLANT BOX...wonderfully versatile and striking for today's interiors. Send 50c for full color miniature and suggested wall treatments.

Albert Van Luit & Co.
4000 CHEVY CHASE DRIVE
LOS ANGELES 39, CALIF.



KEEP THE COFFEE H
the daiquiris perfectly chill this new Thermo-Keep p bag. We're ordering one hots, another for colds, an first warm June day, we'll off for the beach. Insulated Fiberglas, it keeps food beverages piping for 4-6 h cold for 6-8. Perfect, too baby's formula. Red or g $5.95 ppd. Schaffer Gift H 246 Morris Ave., Springfield,



HERE'S POT LUCK for With the "Three-in-One" pa can prepare an entire meal only one burner, only one p and the clean-up job is a c Made of heavy, highly pol cast aluminum, the large com ment holds 1 quart, the sn compartments 1 pint each, left-overs and baby food, it's derful. $6.50 postpaid. L Black, Forest Hills, Long Is



SAVE THESE FOR D SERT. With ice cream as as your home freezer, you'll this set of matching glasswa party desserts. It comes in for Sodas, Sundaes, and Ba Splits. A set of 4 of any on is just $2.95 postpaid. You order them from Glasscraft ufacturing Company, 920 cago Avenue, Evanston, Ill

(Continued on page 49)



The New
"NOR-KING"
Palm Spring Moccasin

FOR MEN AND WOMEN...the newest summer foot fashion...*genuine white buck* with red rubber soles. Adds crispness to your appearance; and cradle-comfort to your feet because they're genuine hand-sewn moccasins!

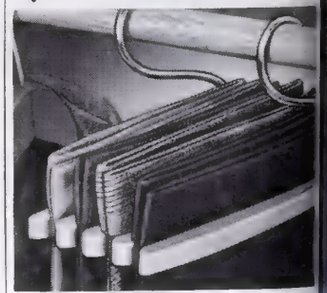
MEN'S *6 to 12, A to E* **$13.95** **LADIES'** *4 to 10, AAA to C* **$9.95**

On mail orders, give exact shoe size, add 25c for shipping. Satisfaction guaranteed.

FELLMAN, LTD. 41 W. 43rd ST., N.Y. 18, N.Y.

SAVE TIME—SAVE S

Your Personal U



PANTS and SKIRT HANG
by JUICE KING

New! Different! Holds up to 8 p trousers . . . 4 skirts. Only 5½ inche No clamps to set—garments quickly into or removed from hanger, n from rod. Rust-proof aluminum—n ing, attractive Hammerloid finish clothes wrinkle free...wardrobe ne compactly for traveling. Only $2. paid. Check or Money Order. Sati guaranteed or your money refunde

NATIONAL DIE CASTING CO
3639 West Touhy Avenue, Chicago 4


Meant for each other!
ver a towel was born for a bride —
this blissful new Cannon! Embossed with roses from her
n bouquet, and wreathed with wedding garlands —
ganca" could only wear the famous golden Cannon label that
rks the freshest towel fashions, the finest towels made.
ose it in meant-for-each-other ensembles,
h matching face towels, wash cloths, and bath mats.
ose it — for "Color Magic" — in Aqua,
nasa Yellow, Petal Pink, Forest Green, Citron,
erry Red or White. At leading stores,
h towels about $2.49.
on Mills, Inc., 70 Worth Street, New York City 13
for towels to treasure
TRADE MARK
CANNON
fine quality
Towels • Sheets • Stockings • Blankets • Bedspreads

CRAWFORD *Colonial Maple*



"YES", it is the famous "Crawford Maple" known the country over for its fine styling and HIGH QUALITY, plus STURDY construction.

ALL CRAWFORD FURNITURE is engineered to assure superior construction without sacrificing beauty and versatility of design.



Each piece full scaled, beautifully crafted and at down-to-earth prices to show you good taste is not costly.

CRAWFORD furniture
manufacturing corporation
Jamestown, New York

At better dealers everywhere you will find "CRAWFORD" Maple and Cherry Furniture.

"This lovely room ...my kitchen?"







Such is the magic of color-balanced *Suntile*

Surprise!... is what anyone would express on first seeing a kitchen like this...

It's so supremely good looking!

Yet it really *is* a kitchen, with not one jot of its functional efficiency lost. Rather, it's an even *better* kitchen.

That is the magic of Suntile, and its "surprises" for you will never end.

From the beginning, you'll be *surprised* at the almost limitless number of Suntile color combinations available . . . at the decorating ease you'll have with Suntile's Color-Balance... at the way you can blend your own ideas, *your own personality,* into a color-perfect room.

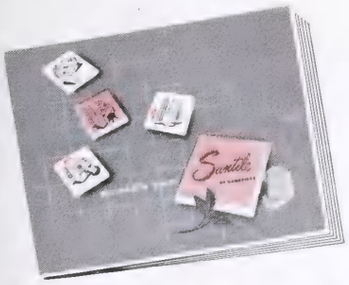
As the months and years roll on, more "surprises" will come when you note the infinitesimal amounts you pay for maintenance! Suntile is real clay tile. It resists warping, chipping and cracking... is so easy to clean... *stays* beautiful without any painting or redecorating of any kind.

For *your* interiors – kitchen, bathroom, utility room, *any* hard-working room—see your Authorized Suntile Dealer. He has been carefully selected to give you the guaranteed expert installation this fine tile deserves. You can get his name from your phone book or by writing us.

COLOR BALANCED

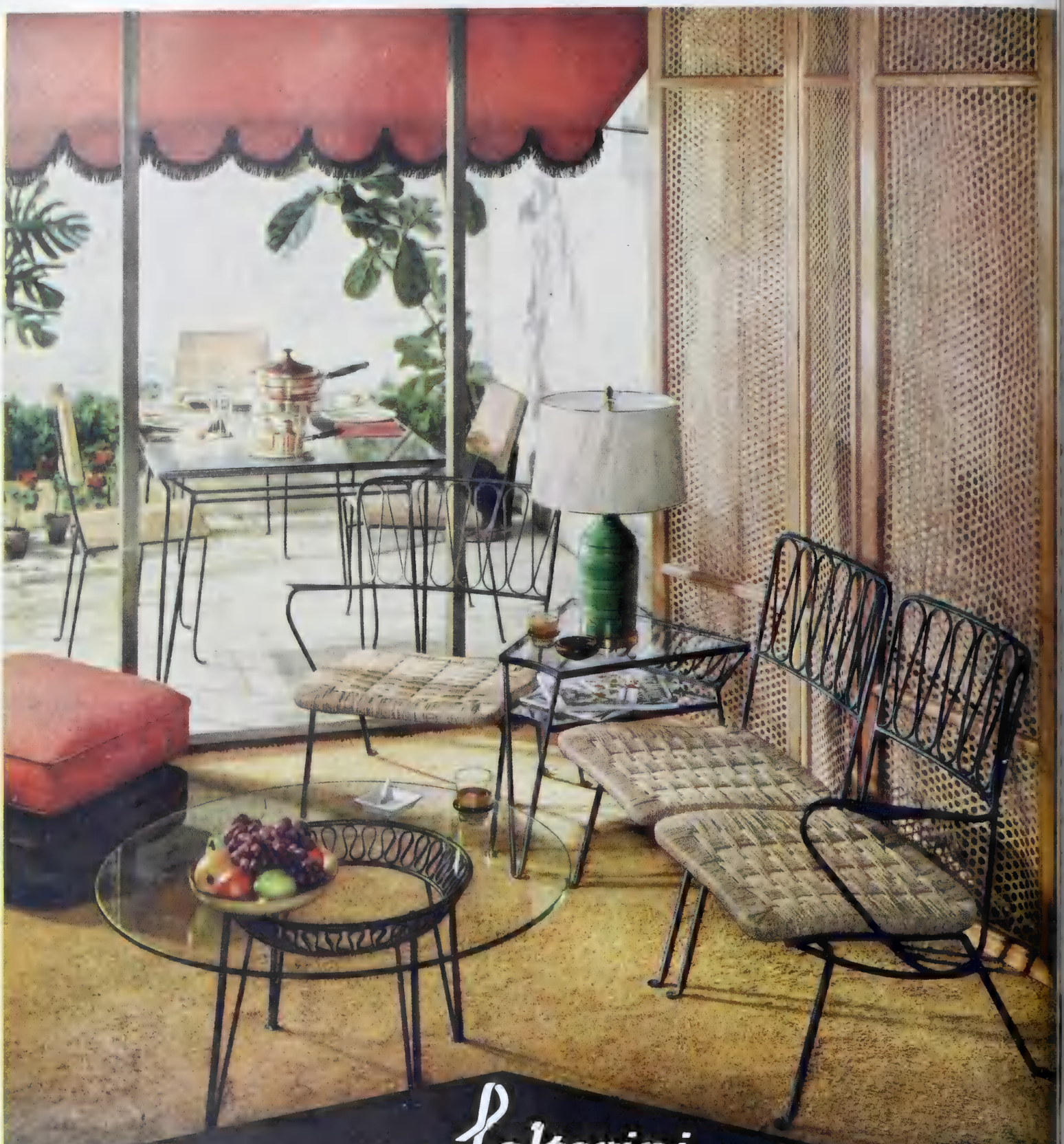
Suntile

. . . . . A real clay tile
. . . . Bright with color
. . . . . Right for life



"Personally Yours" a new Suntile idea book.
Send today for your *free* copy of this beautiful booklet. Shows you how to express your own decorating ideas, tastefully and originally, in radiant, new Suntile colors. Write to Dept. HB-6, The Cambridge Tile Mfg. Co., P. O. Box 71, Cincinnati 15, Ohio.

SUNTILE OFFERS YOU BOTH • BETTER TILE • BETTER INSTALLATION



We call this *Salterini* furniture

"Beauty That Lasts" because it is *made* to last.
It's expensively electro-plated because only in that way
can we afford to guarantee it for six years. No one—anywhere—
protects wrought iron in this manner. So look for the NEVA RUST* seal
on every piece you buy. That way you're sure it's Salterini;
that way you're sure of "Beauty That Lasts."

Salterini NEVA-RUST

It is not genuine Salterini unless each piece bears this seal.

BACKGROUND—Dining Group: Table, 1536, $80.; Arm Chair, 1735A, $36.; Side Chair, 1735, $30. Imported wicker seats and backs.
FOREGROUND—Italian Modern Sectional Group: Right Arm Unit, E1620/3, $70.; Table, E1556, $50.; Armless Unit, E1620/2, $60.; Left Arm Unit, E1620/4, $70.; Cocktail Table, #1559, $55. Imported rush seats. Frames available in 3 exclusive finishes at select stores everywhere or through decorators. All prices approximate retail.

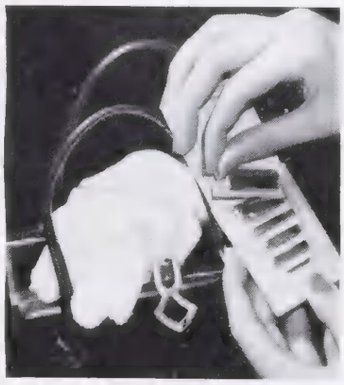
*Reg. U. S. Pat. Off.

JOHN B. SALTERINI CO. INC. • 510 EAST 72nd STREET, NEW YORK 21, N. Y.

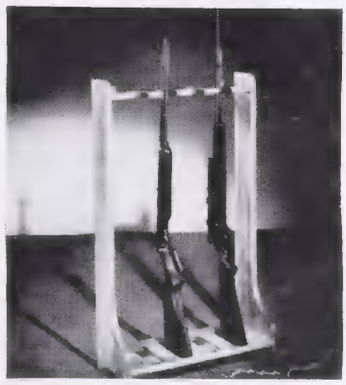
Window Shopping

CONTINUED FROM PAGE 44

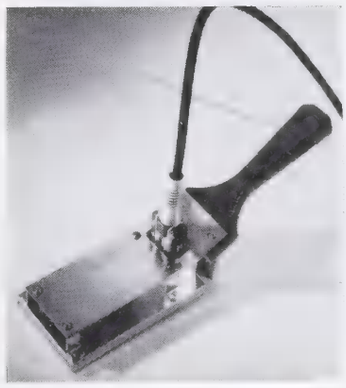
ITTLE SMOOTHIES. Your ds will be soft and beautiful ou groom them with Balm Ar- ta. It comes packaged in little er-foil pillows, each one con- ing an application of lotion. 'll want to keep them in your se, your desk drawer, the glove partment of the car. Box of 75 lows" is $1 incl. tax and post. l Galleries, Albert Steiger Springfield, Mass.



EAT GUNS! A gun rack for r Mighty Hunter, and if you it to him for Father's Day, ill shoot you way up in his nation. Made of solid maple golden brown finish, it holds uns, measures 22" x 9" x high. He'll stand it on top of est, on the floor, or hang it he wall. $11.95 ppd. Raymond ns Interiors, 2527 W. Homer et, Chicago 47, Illinois.



E PAINT'S OFF your walls flash when you use this new ric paint remover, and you'll fresh as a daisy when you putting on a new color for mer. It's as easy to use as atiron, removes paint from curved or irregular surfaces. sturdy metal case weighs over a pound, heats up in inutes. AC-DC. $12.95 ppd. Craft Manufacturing Co., nville, Conn.



Now! OWN A COMPLETE 52-PIECE SET OF THE WORLD'S FINEST *Silverware* IMMEDIATELY!

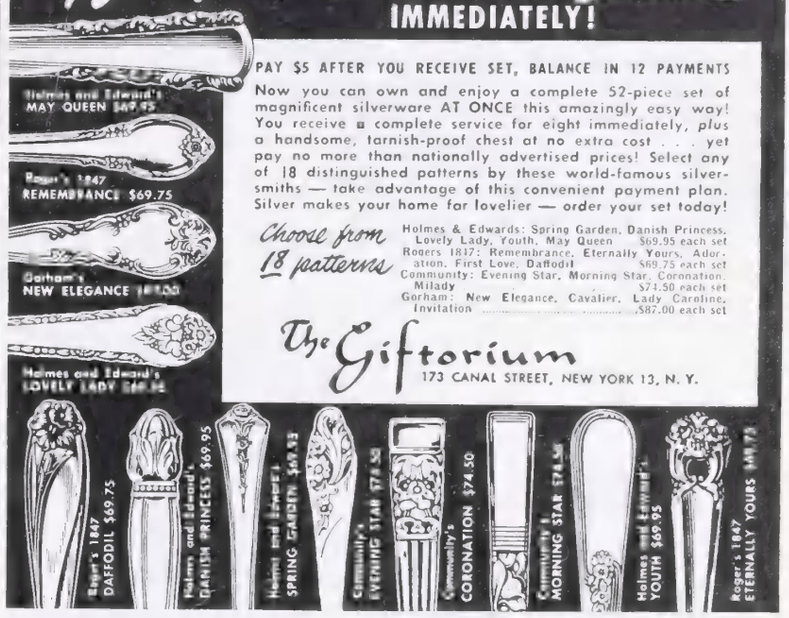
PAY $5 AFTER YOU RECEIVE SET, BALANCE IN 12 PAYMENTS

Now you can own and enjoy a complete 52-piece set of magnificent silverware AT ONCE this amazingly easy way! You receive a complete service for eight immediately, *plus* a handsome, tarnish-proof chest at no extra cost . . . . yet pay no more than nationally advertised prices! Select any of 18 distinguished patterns by these world-famous silversmiths — take advantage of this convenient payment plan. Silver makes your home far lovelier — order your set today!

Choose from 18 patterns

Holmes & Edwards: Spring Garden, Danish Princess, Lovely Lady, Youth, May Queen $69.95 each set
Rogers 1847: Remembrance, Eternally Yours, Adoration, First Love, Daffodil $69.75 each set
Community: Evening Star, Morning Star, Coronation, Milady $74.50 each set
Gorham: New Elegance, Cavalier, Lady Caroline, Invitation $82.00 each set

The Giftorium
173 CANAL STREET, NEW YORK 13, N. Y.



HURRY! HURRY! HURRY!

Protect Your Mail and Newspapers for the Duration and Many Years to come.

The ideal mail box for everyone who subscribes to magazines or has newspapers delivered. It shelters super-size magazines and Sunday papers from the wet and wind.



Only **$6.95** Postpaid (Denver and West $7.30)

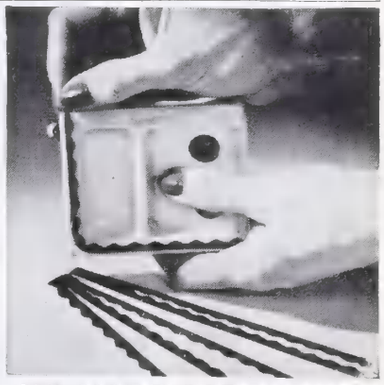
16" high, 11½" wide; projects 3⅛" to 4⅝". Streamlined for appearance. Sturdy, non-rusting **ALUMINUM**. Five baked-on finishes — Antique Bronze, Mist Gray, Cape Cod White, Hammered Brass, Colonial Black.

Deluxe Model in "Pebbled Platinum" finished aluminum—$7.50 postpaid. (Denver and West $7.75.)

Add the lock cover at $2.95 and the box is pilferproof—add the engraved name-plate at $1.50 for individuality.

Send your order today—specify first and second finish choices.

NOR-GEE CORPORATION
2222 Palmer St., Jamestown, N. Y.



NO MORE SCRATCH!!

Protect furniture surfaces with

RIC-O-BAC

the magic wool felt cushion. Self-adhesive to all surfaces, all materials . . . No gluing. Washable, Permanent . . . Conforms to any outline or size of bric-a-brac, lamps, ash trays, etc . . . Cushions, silences, stops breakage . . . easy to apply, just press it on

4 Packages . . (4 yards) . . $1.00

Post Paid In U.S. ••• No C.O.D.

Paul O'Dea & Co. 1624 So. Center St. Terre Haute, Indiana

PROTEXEM Paint Brush Conditioner



Ideal Gift for DAD

- **Softens hard-as-rock brushes and makes them like new.**
- **Provides a safe place to store brushes.**
- **Paint brushes are always ready for use.**
- **No time wasted in cleaning brushes.**

Brushes do not hang in liquid. Protexam's liquid solvent evaporates and fills the container with a vapor that penetrates the brushes and dissolves the binding oils in paint, varnish, lacquer, enamel and shellac. Save your valuable brushes. GUARANTEED.

Complete unit with pint of vaporising liquid postpaid $2.95

Send Order Now to

WISCONSIN LABORATORIES, INC.
Dept. B, 2138 3rd St., Milwaukee 12, Wis.

Furniture Wax *by Experts!*



Guaranteed by Good Housekeeping

Formulated especially for famous Drexel! Cleans, protects, restores the finish. For pint bottle, prepaid, send $1.00 in cash to Drexel Furniture Co., 472 Huffman Rd., Drexel, N. C.

by Drexel

Drexel FURNITURE COMPANY
DREXEL, NORTH CAROLINA

WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM AND DINING ROOM FURNITURE

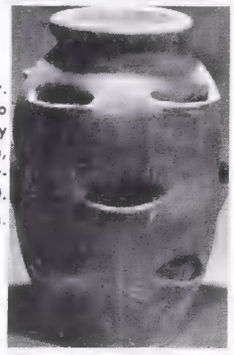


GARDEN STONEWARE

in terra rosa, natural red clay. Accessories of marked beauty to add a touch of rustic formality to your garden scene. Bird bath, 24" high x 18" dia., $10. Strawberry Jar, 18¾" high, 12.50.

Shipping Charges Collect. No CODs.

Carbone INC.
342 Boylston St., Boston 16, Mass.





FAITHFUL HOUND DOGS

ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but two new sizes, with adjustable non tilting log rests.

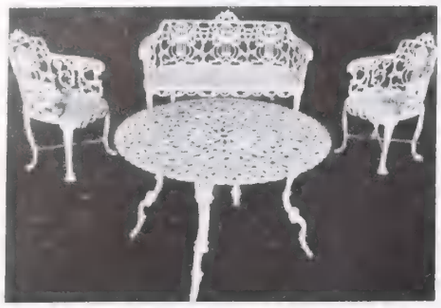
Made of Cast Iron Traditional Black Satin Finish

18" high, weight 47 lbs. $19.95
26" high, massive, weight 90 lbs. ... $49.50

Catalog other sizes 6 cents. *Transportation Collect.*

TENNESSEE CHROMIUM PLATING CO.
206 Louise Avenue N. Nashville 5, Tenn.

These Items will Lend Beauty and Charm to your "Outdoor Living"



Authentic Cast Iron and Cast Aluminum Reproductions.
All painted in long lasting white. Graceful and strong and fashioned by skilled craftsmen.

Left:

Aluminum		Cast Iron
$80.	Large Settee #400 44" wide	**$65.**
	Table #100	
$42.50	42" diam. 27" high	**$35.**
$39.	**Chairs #402**	**$32.50**

Below: Occasional Table #150. Beautiful lace design. Original is over 100 years old. A true copy with glass or marble top. 30" high, top 20" dia. Glass top $24.50. Marble top $29.50



Below: Classic Set

Aluminum		Cast Iron
	Settee #300	
$32.50	39" wide	**$27.50**
	Chairs #302	
$20.ea.	14½" wide	**$17.50**
	Table #140 22" long, 13" wide	
$13.50	16" high	**$11.00**



Many other Cast Iron and Cast Aluminum items at attractive prices. Send for catalog

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

J. F. DAY & CO. Dept. B-6 1901 4th Ave., South Birmingham 3, Ala.



Window



PERFECTLY ARMLESS With fine spring seat and butto tufting, the Beverly chair com in velvet with matching mos edging. (Samples on request.) lipstick red, emerald or sag green, old gold, or rose. $48.5 each; $95 a pair. In muslin your material. $39.50 each. Sen 3 yds. of 48" material, 7 yds. edging. 35½" high. Exp. coll. N c.o.d.'s. The Chair Shop, Bo 220, Hickory, North Carolina.



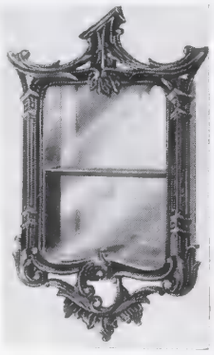
GOODY TWO SHOES. Capr zio has a new pump that you love. It's called En Garde, h a slim 2" heel, and comes wi a kid mudguard to protect th upper shoe of suede or linen. navy suede with red kid mu guard, gray suede with blac patent, white dyeable linen wi navy kid, white suede with tu tan or red kid. Send shoe siz $12.95 ppd. French Boot Sho 541 Main St., New Rochelle, N. Y



IT'S BLUE MAGIC that mak the salt pour freely! A clear gla cap filled with blue pebbles fi over the king-sized shaker an keeps the salt as dry as hot san When the pebbles turn pink, p them in the oven until they d out. Made of square-cut whi glass, the big salt and pepp shakers are perfect for your k chen range, for picnics or barb cues. $2.50 the set ppd. Utall Mount Vernon, N. Y.

UNUSUAL DECORATIVE EFFECT





High Styled

CURIO CABINET

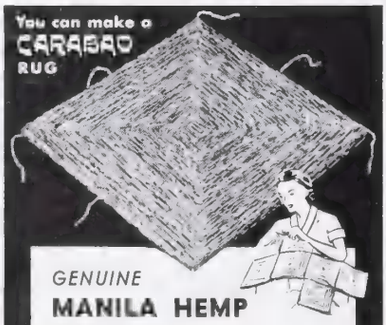
A Collector's Guild Selection

Add the accent of authentic styling to your home with this intricately worked, high styled Curio Cabinet. Acanthus scrolls blended with classic straight lines will highlight your room. Mirrored back reflects the charm of your precious figurines. Hinged glass front for greater protection of your prize pieces. Overall 11" x 21". Shelves are 9" x 2½" with 5¾" between them. Choice of Decorators Antique Gold, Imperial White, or Mahogany. Can be used singly or in pairs.

Sent you Postpaid Order by mail from **$10.00** ea.

• *Helen Gallagher* •

413-B Fulton St. Peoria, Ill.

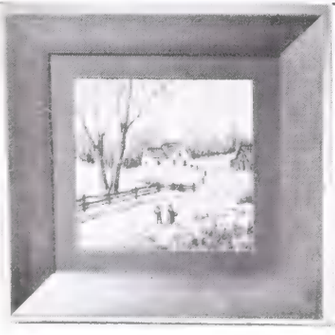


GENUINE
MANILA HEMP SQUARES
only **50¢** *each*

Full 12" genuine Manila hemp squares tightly hand woven by Philippine natives. You'd pay 75¢ a square in stores. Smart for den, play room, patio. Wear for years, vacuums easily, washable. Simple directions for tying attached hemp ties to make any size rug. Or we will sew rug to your room size and send postage collect. Mail check or money order . . . only 50¢ per square postpaid untied . . . 50¢ per square postage collect if sewn together.

SPECIAL PRODUCTS COMPANY

Import Dept. HBJ, 950 Columbus, San Francisco, Calif.



HAND COLORED COUNTRY SCENES

Perfect for Provincial and Colonial Homes
Effectively used for Wall Groupings

Beautiful, lovely Provincial Maple finish Frames. Ten Inches Square. Forest Green or Chocolate Mats. Scenes similar to illustration depicting the rural freshness of country life. Each one a bright, clear vibrant water color and signed. Group orders given our careful attention for variety.

A real gift from the San Fernando Valley in California.

ONLY $5.00 Postpaid
No C.O.D.'s

JAN GILBERT

4519 Fulton Ave. Sherman Oaks, California

"The Most Expensive in the World"

COLOGNES by *Tuvaché*

and one half dram of perfume



$6 tax incl. postpaid

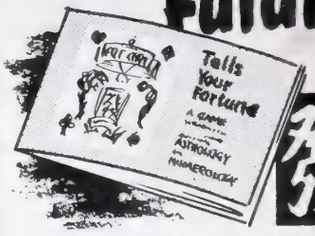
Sorry no C.O.D.'s

Exquisite gift package! Contains one ounce each of the four Tuvaché colognes, and one half dram of rare Tuvaché Moroccan Rose perfume.

Mrs. Robinson

WAYLAND SQ., DEPT. 2, PROVIDENCE, R. I.

know your **Future**



. . . WITH THIS AMAZING ADULT FORTUNE TELLING GAME

Tell YOUR OWN and your friends' fortune with this oriental game of mystic knowledge. GONG HEE FOT CHOY, applied psychology at its best, also includes a lesson in oriental numerology and astrology all for the post-paid price of **$1.00**

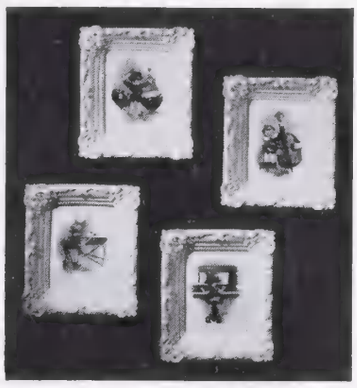
SORRY, NO C.O.D.'s

Claude's Box 357H Bellwood, Ill.

Shopping



EET PERSUASION for a ng pianist who'd rather play eball than Beethoven, a small ano who'd rather be a vamp a vocalist, are these "Wee icians." The 12 colored en- ings include 6 boys and 6 s each playing a different in- ment. Framed in white hydra- e, 4½" x 3", they're copied Louis XV miniature frames. ach ppd. Susy Products, 534 42nd St., New York, N. Y.



AP BIG FUN to give your r-smoking father is this cigar- e Indian lamp. A dead ringer his well-known wooden an- or, he carries a handful of rs, has the characteristic ex- sionless face. 32" high over- he's in Indian maize ceramic touches of moss green and h brown. With a maize shade, 50 postpaid. The Lennox o. Hewlett, N. Y.



E IT A LIFT. It's amazing t fresh wallpaper can do for om. If you don't believe us, what a lift these patterns to your summer living. For t room, den, or girl's room. ove the small all-over pattern ime, coral, and white. $1 a le roll. For a hall or dining , the farm landmarks on ite ground. $2 a single roll. er from Asam Wallpapers, Arch St., Philadelphia 7, Pa.



CANDY STRIPE SARAN*

THE ARISTOCRAT OF AUTO SEAT COVERS

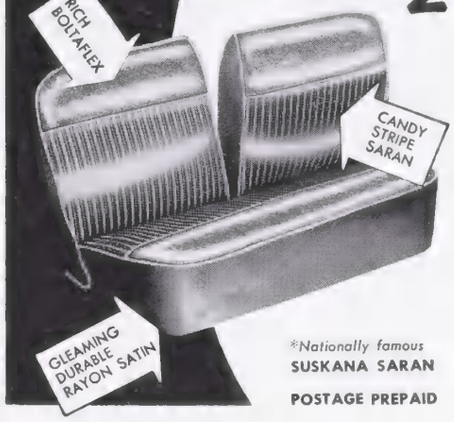
now . . . at a sensational low price!

SARAN* SATIN PLASTIC AUTO SEAT COVERS

REGULARLY $45.00

$24.95 FULL SET— FRONT AND REAR

To fit most cars including convertibles, 1937-1951.



The most luxurious . . . yet the most rugged. Give your car an exciting new look with these glove-fitting de luxe seat covers. Cool, smooth, satin-weave SARAN* with Boltaflex capping that will not crack, wear, fade or scuff. Shimmering high tenacity viscose rayon satin trim, the same miraculously durable long-staple rayon used to make tire casings! Expertly tailored and finished inside and out. Complete with all necessary hardware and easy installation chart.

Choose from these smart colors:

MAROON candy stripe, black Boltaflex and grey trim.

BLUE candy stripe, grey Boltaflex and grey trim.

GREEN candy stripe, green Boltaflex and green trim.

*Nationally famous SUSKANA SARAN

POSTAGE PREPAID

Gilchrist's

Box 663, Boston 2, Mass.

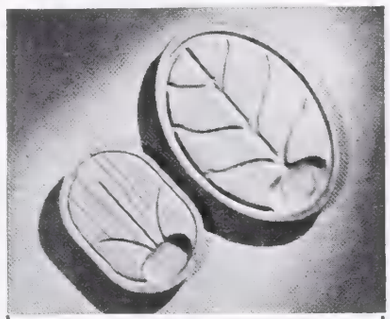
Please send ..... sets SARAN SEAT COVERS @ $24.95

Check here ☐ for rear center arm rest style @ $28.95

Year	Make	Model	Style or Series	Color	2nd color choice
		☐ 2 door ☐ 4 door			

Name..... ☐ M. O.

Address..... ☐ Check



Steak and Fish Planks To Please the Gourmet

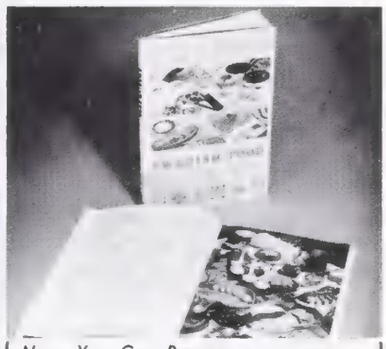
Hardwood carved and grooved takes the oven's heat and catches the tasty juices.

Individual size, 10" x 7", $2.35. Family size, 18" x 11", $5.35. Fish Plank (not shown), 16" x 8", $5.10. Prices quoted for planks made to your special pattern or to fit your serving platter.

Write for catalog.



Charles W. Chase
1 Haddam Neck
East Hampton, Conn.



Now, You Can Prepare . . .

SWEDISH FOODS

You'll say "skoal"—to this COOK BOOK. Over 200 unusual, authentic recipes of Smorgasbord, pastries, Swedish everyday menus . . . all *with common ingredients available at your store.* Imported from Sweden where it won a prize . . . now written in English, with full-color illustrations of glamorous Swedish foods.

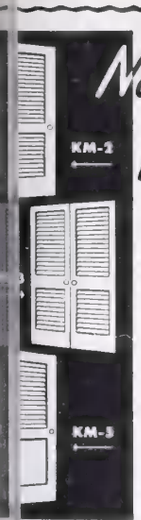
Learn How to Prepare Swedish:
Martin Goose Dinner
Traditional Party
Crayfish Party

Imported Swedish Cook Book only $3.50 postpaid

Mail Orders Rushed

artisan galleries

FT. DODGE IOWA



Now... at low cost

YOU CAN INSTALL

LOUVRE DOORS

. . . add charm and Utility To Your Home

These doors are READY TO INSTALL. Beautify your home inexpensively. Louvre Doors are preferred today in both new and old homes. Allows air to circulate in closets and rooms. Made of beautiful Kiln-Dried white pine.

KM2 and KM5 styles illustrated are 1⅛" thick, 2'6" wide and 6'8" high. Available for immediate delivery for — **$19.95 ea.**

KM3 styles are special made to fit your opening. They are available in pairs at — **$42.00 pr.**

Send check or money order. Express charges collect. No C.O.D.'s.

K-M thickness Doors, extra per door.

KILPATRICK
MANUFACTURING CO.
820 N. W. 4, OKLA. CITY, OKLA.

WRITE Dept. 6, for FREE pamphlet on further styles and prices.

won't break, dent, sweat, or corrode!

large RUBBER ICE BUCKET





keeps cubes 24 hours

This marvelous lightweight ice bucket is made of closed cellular rubber that will not impart any taste to ice. Holds 40-50 cubes, keeps them frozen a day or more. Impervious to moisture. Color—dark green..... **$7.50** add 25¢ postage

UNUSUAL *Gift* CATALOG ON REQUEST DEPT. P



THE VILLAGE STORE of LAKE PLACID, N.Y.

KEEPS FOOD HOT OR COLD FOR HOURS



Sensational New Vinyl WONDER BAG— Insulated with Fiberglas—Protects Picnic and School Lunches, Baby's Bottles, Frozen Foods, Drinks, Ice Cream, etc.

The perfect way to keep foods fresh, hot or cold for hours—wherever you go! Foods cannot melt or spoil—sandwiches, butter, meats, milk, beer, soda stay just the way you want them—thanks to amazing Fiberglas insulation lining! Many practical uses for sportsmen, housewives, motorists. Sanitary . . . waterproof . . . odorless . . . washable with soap and water. Comes in solid colors: Red, Green, Blue (measures 16"x10"x6")—OR in plaids: Red, Green, Blue (measures 14"x10"x5½"). Only $4.95, postpaid —or sent C.O.D. plus postage. 10-day money-back guarantee. Be sure to state color or plaid desired when ordering.

MRS. DAMAR, Dept. FG-1, 22 Treat Place, Newark 2, N. J.



THE FOUR SEASONS by LING-FU YANG

Ling Fu Yang, formerly of Mukden and Peiping and now instructor of Chinese art, Stanford University, combines an Oriental feeling for delicacy of line, with an Occidental approach to landscape values. In soft hues, she depicts Spring, Summer, Autumn, Winter. Prints are matted and measure 7¼" by 14". They are carefully reproduced and convey the feeling of original water colors. It is impossible to describe their loveliness in words, or black and white reproductions. We think they are among the most decorative prints we have ever seen. They blend with any type of decor.

Free brochure on request

Frederick's

"Gifts for Gracious Living"

$2.50 postpaid for a set of 4 prints

P.O. Box 122 HB. **York, Pennsylvania**

HANDWROUGHT SIGN BRACKET Only $7.65



Spring is here and with it the urge for new beauty around your home.

Folks just love the New England charm of our Williamsburg Sign Bracket, and it makes a dandy springtime gift for friends. Overall height 14½"; overall span 18". Complete with screws, ready for installation. Black, parkerized, rust-resistant finish. Can be lettered with your name at 25¢ per letter extra.

No. 200B Williamsburg Sign Bracket **$7.65** Postpaid in U. S. A.

Do send 25¢ in stamps or coin for our newfangled Almanac-Catalog (second edition) of wrought iron weathervanes, fireplace accessories, lawn furniture, iron railings, sun dials and more than a hundred gift suggestions.

WILLIAMSBURG BLACKSMITHS
37 Buttonshop Road
Williamsburg, Massachusetts

MONEY-CLIP WATCH



. . . exciting novelty watch that's a perfect timepiece and handsome money-clip in one! It's the ideal gift for golfers, sportsmen . . . for him or her. The watch with a J00 uses clips onto belt, lapel, tie, pockets, purse, and can't fall off! Gift boxed. Hand-home genuine alligator case.

17 jewel movement **$26.50**
Or in 7 jewel movement **$22.50**

Prices include federal excise tax. Prepaid.
No C.O.D.'s.

EDWARD J. LOSOS
Box 470, Oak Park, Illinois



FROM A **JET** TO A **SOFT MIST**

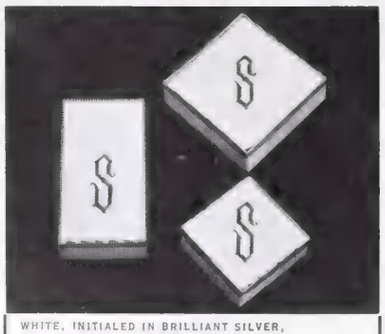
From a powerful jet to the softest mist at the tip of your thumb—with Elkay valve hose nozzle. Spans and sprays from seedling dew-drops to trenching pressure. Full jet power for cleaning the driveway or distant watering. Easily adjusted with thumb control from a fan spray to heavy rain. Light, strong, and rust-resistant.

NOTE: ELKAY WILL REACH THE ROOF OF A TWO STORY HOUSE. VALUABLE FOR FIRE FIGHTING TOO.

Only $1.89 postpaid (postage extra on COD's)
Money back if not delighted.

Albin OF CALIFORNIA

Rm. 66, 1401-15 W. 8th St., Los Angeles 17, Calif.



WHITE, INITIALED IN BRILLIANT SILVER, HUNTER'S GREEN OR DUBONNET

hand blocked jewelry initials on paper napkins and towels

Be first to use—first to give—these new, exquisite initialed napkins and matching towels of superb white fashion cord, a luxury-weight paper. . . . A clever hostess will have these in matching sets to adorn her table, her bar and her bath. Also, a gift elite with its clear acetate top gift box.

Cocktail napkins	$1.25	Packed 50 to box. Shipped Postpaid
Luncheon napkins	$1.25	
Guest towels	$1.50	

NO WAITING—IMMEDIATE DELIVERY
No C.O.D.'s, please.

Randall-Kerr

Box 17035 A, Los Angeles 17, California



Windo



BAR RELIEF. When y having a party, there's not like a bar. But when the pa over, it's a relief to be abl fold it up and stow it in a cl So here is a Wonder Bar, ind Open, it holds 4 quart-size bo and 6 glasses, measures 1 19" x 36" high. Folded it's only 7" thick. Made blond finished wood, $14.95 Brooks Bar Corner, 30 E. E more St., Baltimore, Md.



THREE TIERS that will off your most treasured Mei an early American pewter p a rose bowl with floating A ican beauties, are made of "s ized" black hardwood. Ob set, 3½" x 6". 4¾" x 8", 6" x 10"; square set, 4", and 8". Both have beaded e may be used separately or ti $3.95 per set, postpaid. Sally's Craft Shop, P. O. Box Clearwater, Florida.



A POLKA-DOT ANG won't have to care if her a sauce doesn't find its mark she wears this plastic wo Called the Angel-Fore, it c in pink, blue, yellow, or red white polka dots or stripes. med with cotton rickrack, i justs to fit young gourmets ten months to three years. each, 3 for $4.50. Ppd. You order from St. Nick's Work 450 Sixth Ave., New York

---

● *The inspired wedding gift . . .*



MARRIAGE PLAT

of engraved Fostoria Crys

A MARRIAGE PLATE, useful and beau of clear crystal, engraved with names of and bridegroom, and date of wedding, enci by a wreath of orange blossoms. 14" suitable for use with silver or china servic

10 day delivery, parcel post prepaid. no C. O. D.

THE HILL SHOP
NEWARK **Box 14** **NEW YORK S**



Youth-Guard

FOR YOUR CHILD'S SAFETY

Complete protection for your child in any reg size wood bed. Instantly adjustable, no needed to install YOUTHGUARD. Clicks clicks off. Beautiful hand-rubbed furniture fi YOUTHGUARD fits any wood bed. Special attachment for Hollywood style beds, $1 Maple or waxed birch finish, other finishes special order.

$6.95 EACH POSTPAID

• RIGID FOR SAFETY
• ADJUSTS AUTOMATICALLY

THE VANDALIA CO.
558 VANDALIA STREET, ST. PAUL 4, MI

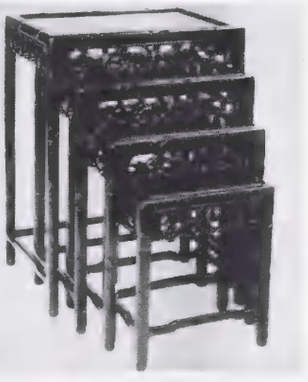
Shopping



INNER BALLETS. Little shoes for aspiring ballerinas made of red suedine with ble white composition soles yellow satin ribbons, are adble for snug fit around ankle. dren's sizes, 2-13½; adult up to 10. Give length of in inches. $1.39 ppd. No 's. Haskell Benson Co., 325 arket St., Chicago 6, Ill.



OVE NEST of tables, imd straight from China, is nd buy. The four tables are of heavy teakwood in black hand-carved, open-work borand they'll serve you well arties, playing Canasta, or g a solo lunch on the porch. est table is 13½" x 18½" ½" high. The nest of four 8.50 ppd. No c.o.d.'s. The ing at Waikiki, 2079 Kuhio Honolulu 15, Hawaii.



Y ISN'T THIS A PRET-DISH to hold jam on a fast tray, drawn butter for okes or lobsters, tartar for fish nights? Made in and of Carlton ware, it's d like a leaf, comes with blossom, wild currant, butp, or primula design. With ing spoon and prettily gift-ll, $1.75. Set of 4, $5.95. Ppd. beth Douglas Studios, Box Beverly Hills, Calif.



tops in table talk

Two-color Table Linen with Floral Appliqué

The striking combination of two smart modern colors make informal buffets, brunches, suppers and everyday meals gala occasions. Made of Textron fabric that will not run, fade, or shrink and retains its crisp freshness when laundered. *Give it as a gift . . . Buy it for yourself.*



Available in
Forest Green with Chartreuse
Rich Brown with Yellow
Bright Red with Grey
Grey with Chartreuse or Yellow

Complete Set
54" x 72" table cloth
6 napkins **$10.95**

72" x 90"	8 napkins	$15.95
72" x 108"	12 napkins	19.95
72" x 126"	12 napkins	23.95
72" x 144"	16 napkins	27.95

For your round table
72" diameter 8 napkins 15.95

Postpaid No C.O.D.'s please
Satisfaction Guaranteed

MOSLEY Linens
11 E. Washington St., Chicago 2, Ill.



FIRESIDE STOOL

It can be used anywhere! Maybe you would like it for a luggage rack or for a fireside stool or in that space you have wondered what to put. It's ideal for watching television.

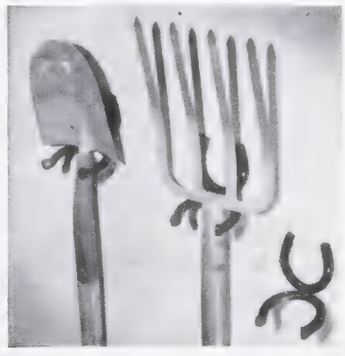
The hand woven seat is of fibre rush and the stool is made of hard rock maple; finished beautifully in Maple, Natural, Walnut and Mahogany lacquer. Height 15", Width 11", Length 18".

Finished—Maple, Natural, Walnut and Mahogany.

Price $7.95 each or two for $15.00

Check or money order, no C.O.D. Express charges collect. Satisfaction guaranteed.

Art Craft Furniture Co.
Box 667, North Wilkesboro, N. C.



GARDEN TOOL HOLDERS

TWO REAL PONYSHOES welded toe to toe with the bottom shoe heeled up to hold all garden tools. These "lucky" Tool Holders will bring the luck of the horseshoe to your garden. Black, weather-resistant finish. Ponyshoe nails furnished for hanging. 3 for $2.00. 6 for $4.00. $8.00 per doz. Postpaid.

Our prices have not advanced.
Send for folder of other horseshoe gifts.

Horseshoe Forge
5 Muzzey St. Lexington 73, Mass.

R EXTRA ROOM AT THE TABLE . . .

T-TOP

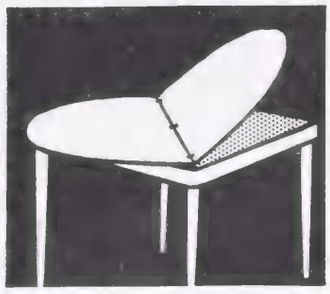
HE ORIGINAL FOLDING TABLE TOP

ply fold T-Top over your card table, cleats on underold it firmly in place—and presto!—seating capacity ur table is increased to seven! 46" diameter fits any ard size card table . . . light-weight . . . sturdy construcllows heavy, every-day usage.

d for your T-Top now. Immediate delivery, unfinished rk green, rich red, dark brown.

Unfinished $4.95 — Painted $5.95
No C.O.D.'s please. Shipping Charges Collect
Send check or money order to

T-TOP COMPANY, INC.
erson St. Salem, Mass.



BUILD FOR LESS with Logs!



$500 and Up!

1 to 10 Room Sections shipped anywhere. Ready to erect! Beautiful Michigan White Cedar vertical half-logs. Variety of designs makes them ideal for vacation or year 'round homes as well as motels or tourist cabins.

SEND FOR FASCINATING BOOK



"50 LOG CABIN PLANS" is packed with practical know-how. Shows how to build your own at great savings. 50 floor plans and drawings. Send only $1.00, postpaid. No C. O. D.

Log Cabin Sales Co.
Dept. B
1218 W. Walnut St. MILWAUKEE 5, WIS.

SHIPPING JUNE FIRST . . .
Delicious Tree-Ripened
HADEN **MANGOES**
$5 a Box*
PREPAID
*(12 to 16 Fruit)



Fruit of the MAHARAJAS

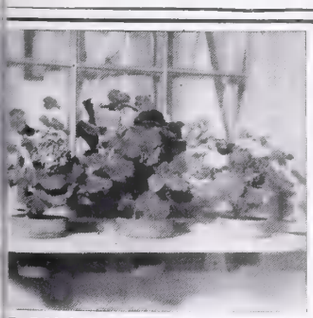
Now Sent You Direct by Florida's Largest Grower

Taste the luscious, aromatic goodness of Indian Mangoes picked and rushed to you at peak perfection, then you'll know why they are called the *world's finest fruit*. Our large, crimson-yellow Hadens are ready in June. Be first to treat guests with this delightful taste thrill. Color folder and ways to serve with each shipment.

ORDER TODAY THIS EASY WAY
Simply send name and address of each recipient with check to cover at just $5 per box, prepaid to . . .

SUN HARBOR GROVES
POMPANO BEACH, FLORIDA

QUALITY & SAFE ARRIVAL GUARANTEED



WINDOW BOXES WITHOUT EFFORT

A sturdy wooden shelf easily attached to any window; the only effort is putting in the pots. They're easily replaced for constant bloom. It's a dream come true.

3 pot size unpainted $1.95 Postpaid
5 pot size unpainted $2.95 Postpaid
Sorry no C.O.D.'s

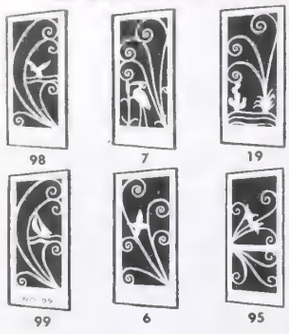
Send Check or Money Order to

E BUCKET SHOP WOLFEBORO, NEW HAMPSHIRE



Window

SCREEN DOOR GRILLES



HAND WROUGHT GRILLES CUSTOM MADE TO FIT YOUR SCREEN DOOR, BEAUTIFULLY FINISHED IN WHITE ENAMEL. GIVE EXACT DIMENSIONS OF SCREEN AREA ALSO IF COMBINATION OR PLAIN DOOR.

$32.95

WRITE FOR CATALOG

WILLIAM Spencer

710 CHESTNUT ST., PHILA. 6



New HOLLYWOOD SHOE RACK

Holds 3 or 4 pairs of shoes—any style or size—on sturdy, smooth wire loops. Two lengths, 22½" and 29½". Takes but little space, attaches easily and firmly to door, base or wood strip. An indispensable addition to the wardrobe or closet; to the garage or service porch for golf and garden shoes, rubbers and sneakers. Bright nickle-plate finish. Only $1 each for 22½", $1.25 for 29½" postpaid. No COD's. Money back guarantee.

WACO MFG. CO. 6723 11th Ave., Los Angeles 43 California Dept. 216



DONT RUIN MEN'S SUITS

with Ordinary Hangers!

Broad, curved shoulders provide natural drape; give loving care to suits! Made by Setwell, of selected hardwoods, satin-polished; then personalized with our exclusive gold and black initials. A perfect gift for Father's Day, as not 1 in 100 men have proper hangers to protect fine suits. Order today. Sent postpaid. No C. O. D.'s, please.

18" Hangers: 3 for $4.50, 6 for $8
(Suits to size 40)
20" Hangers: 3 for $5, 6 for $9
(Suits 42 and up)

PHELPS-TERKEL
5550 WILSHIRE BLVD., LOS ANGELES 36, CALIF.



INFORMAL *Coffee Table*

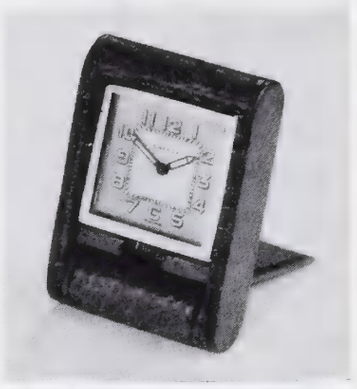
- **Porch, Patio or Terrace**
- **Living room or Game room**

Just the thing for your home, a Coffee Table appropriate anywhere. Doubles as a server and can be stored in a pantry. Strong, natural finish, 28" rush-weave bamboo tray sits on attractive 3-legged folding stand. Legs available in brown, chinese red, black or apple green. Satisfaction guaranteed. No C. O. D.'s please.

18.95 Postpaid

GOTH Manufacturing Co.

1109 VINE ST., CINCINNATI 10, OHIO



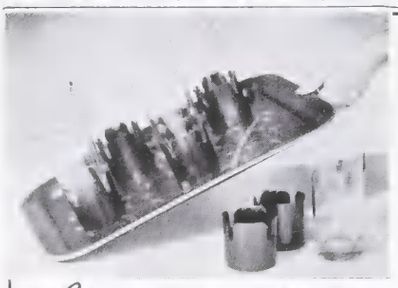
SMALL TIMER. A wed present from Cartier carrie own special excitement, and it turns out to be this drea a clock, the bride will *you're* a dream! The folding skin case comes in red, gree blue, measures just 1⅜" and the gilt clock has lum hands and numerals. The Swiss movement has 15 je $57 including tax. Ppd. Ca Fifth Ave., at 52nd St., New



FILM STAR. Summer is era-clicking time, so here's best loose-leaf album we've for your prize snapshots. It 196 pictures in cut-out "fr with a place to file negative hind each snap. No pasting sary! With blue or maroon therette cover, it's 10" x 15", 120-620 and 116-616 size p $5 plus postage. Hamm Schlemmer, 145 East 57th New York 22, N. Y.



PICTURE KNIFE. Here other sharp idea for Father's but Pop had better keep it lock and key if there's a hunter in the house. Imp from Solingen, Germany, hand-forged steel blade is mium plated, comes with a color engraving of "Hom the Range," or "Camper's S With stag handle and l sheath, $4.95 ppd. Fineline 303 Fifth Ave., New York



NO SLIP—NO SLIDE

not even tilting will dislodge these magnetized coasters from their well anchored perch on the good looking all-metal tray. This attractively designed Magic-Magna-Coaster-Tray Set solves your major serving problem of spilled drinks. Six green magnetic plastic coasters and bamboo pattern, gold edged tray (13" x 17"), $5.95—7 piece set postpaid.

The largest stock of fine china and crystal in New England—two fine stores . . . West Springfield and Auburn, Mass.

Lotus CHINA & GLASS Co., Inc.
1399 RIVERDALE ST., WEST SPRINGFIELD, MASS.



All for only $1.00

"QUAINT AMERICAN" THOUSAND-EYE CRUET WITH PURE VANILLA EXTRACT

Old-fashioned, hand-made, bluish-white opalescent "thousand eye" cruet from our famous "Quaint American" collection, 4½" high. Filled with approximately 2 ounces of old-fashioned pure vanilla extract, guaranteed not to bake or freeze out the delicious vanilla flavor. Parcel post paid for just **$1.00**

Send 25¢ for NEW 1951 80-page "Quaint American" Catalog.

Carl Forslund, Inc. 122 FULTON GRAND RAPIDS 2, MICH.



INDOOR GARDENER'S ACCESSORIES

Practical Aids in Bringing Garden Beauty Freshness into the Home.

WINDOW GARDENER SET — Four-in-two combination set! Trowel and Scratcher, 6½" long; Scoop and Tamper, 5½" long. Of brass, each is a double-duty performer. Attractively gift-boxed ..... $2.50 ppd.

PERFECT FLOWER ARRANGER — features gum rubber suction cup which firmly affixes the flower arranger to any bowl at any angle, making artistic flower arrangements simple. Made of clear crystal plastic, 3¼" wide x 1¾" high ..... $1.00 ppd.

Satisfaction guaranteed or money refunded.

BONNIE MERRILL
5011 Church Avenue
Brooklyn 3, N. Y.



FINE TWILL OVERALL

"Adurable" Overalls, impeccably tailo of sanforized 100% cotton twill. Doul locked seams. Brown, navy, red, l blue. Left: (Style No. 100) zipper-f with adjustable buckle straps. R (Style No. 200) button style with front. Adjustable straps. Sizes 3 to 6 boys and girls. Specify style, colors sizes. Sizes can be mixed.

Send $4 cash, check or money orc (postage free). Money back guaran

Celeste Manufacturing Co. Write Dept. 10 S. Liberty Baltimore 1,

hopping



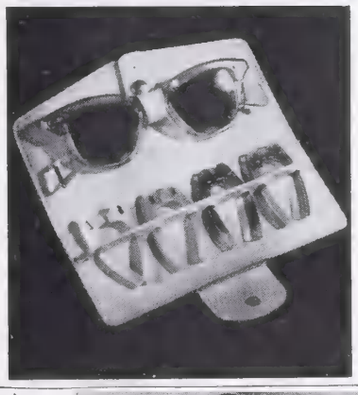
NFANT AND LAMB is
etest gift we've found for
First Communicant. The
ion on the face of the
nd the detail of the tiny
are exceptionally fine for
. The pastel robe is dec-
with little flowers or stars,
e figure stands 6" high.
d from Italy, it's $9, plus
ostage. Black, Starr &
, Fifth Avenue at 48th
v York 19, N. Y.



E'S NO STRAINing
aghetti when you use this
oden server. Experts say
nat it in a colander or
, but hold it high over
king kettle for 30 seconds,
steaming on a hot platter.
oden spikes do the trick
14" handle is perfect
e against burns. Order it
95 postpaid from The
Columbus 15, Ohio.



RIGHT. Your sunglasses
the perfect match for
hing suit when you're sun
ng, for your crisp cottons
ou're motoring, if you
ese convertibles in your
. Fine lenses, framed in
lastic, have snap-on rims
ink, aqua, powder blue,
oise. Six changes in a
te case, $3 postpaid.
ies & Co., 133 South
Ave., Chicago 3, Illinois.





Summer fun in your own yard!

WADING POOLS $6.95

Let your kiddies spend happy, healthful hours splashing right at home in this new *forti-plyed* vinylite pool of heavy ply construction. Guaranteed non-leaking. Never deteriorates. Sides are two easily inflated rings—won't collapse when stepped on. Metal valves keep air in. Easy to fill . . . easy to empty. Folds to a small package. Sides are red and white; bottom a decorated blue.

Dia. 48"—capacity 50 gal.. $6.95 ppd.
Dia. 66"—capacity 125 gal..$13.95 ppd.
Dia. 84"—capacity 250 gal..$19.95 ppd.
Order from this AD.

artisan galleries
FT. DODGE IOWA







Granny's Favorite Skillet Makes a Quaint

COPPER SKILLET CLOCK

Add Grandma's charm to your Early American decor with this Copper Skillet Electric Clock, with easy-to-read white enamel face. Guaranteed electric mechanism, 110 Volts—A.C. Overall 8" by 15". A smart wall clock for kitchen, dining nook, rumpus room, or cottage.

Sent you Postpaid for this surprisingly low price, Fed. Tax included, only **$5.95**

Order by mail from

Helen Gallagher
413-B Fulton Street Peoria, Ill.

CUTS 25 "FRENCH FRIES" IN ONE STROKE!



Just insert whole potato, press handle, presto!—you have 25 perfect French Fries all ready for cooking! Mrs. Damar's Food Cutter is wonderful for dicing salads and other foods, too. Made exclusively for us in rust-proof gleamingly plated steel. Only $2.98, plus 25c for postage.

FRENCH CHEF'S GARLIC PRESS



Gives ALL-OVER Garlic Flavor!

No more garlic lumps, slices, "hot" areas in foods! Just press this durable aluminum Press—and garlic cloves are converted into creamy garlic paste that blends into recipe. Helps improve the flavor of all curries, sauces, gravies, roasts, etc. And you can also use Mrs. Damar's Garlic Press for crushing onions, fresh mint, parsley, allspice, etc. Only $1.98.

SOLID COPPER HURRICANE LAMP



All the grace and beauty of traditional New England hurricane lamps have been recaptured in this exquisite gleaming copper lamp. Makes an ideal table setting, wonderful for intimate "by candlelight" dinners, handy in any emergency. Base and handle made of solid copper, stands 6" high, comes with replaceable candle. $2.29 each or 2 for $4.00.

NOW! WASH DELICATE LINGERIE, NYLONS etc. —IN YOUR WASHING MACHINE!



Now you can safely launder even the most delicate washables in your washing machine—with Mrs. Damar's Softi-Bag. Just hang as laundry bags—one for handkerchiefs, one for lingerie, one for baby's things, etc. When filled, snap rustproof grippers shut, toss into washer and that's that! This fine cotton mesh bag prevents small articles from tangling in machine. Eliminates sorting and hand washing. Only $1.69 each or 2 for $3.25.

NO MORE TEARS WHEN CHOPPING ONIONS!



Simply place whole peeled onions into Mrs. Damar's Onion Chopper—and weep no more! Onions, or any other vegetables chop down to any degree of fineness. Aluminum and stainless steel mechanism—very easy to clean. Complete with 14-oz. glass graded into cup measurements, and wooden chopping block. Only $1.00.

Send cash, check or money order—or items shipped C.O.D. at prices indicated, plus postage. 10-day money-back guarantee. Order NOW.

MRS. DAMAR
Dept. LC-9, 22 Treat Place, Newark 2, N. J.

kind of ELECTRIC MIXER EW kind at LOW PRICE!

WHOOPIT



The newest electric plastic mixer that requires NO PLUG-IN . . . it works on simple flash-light batteries—and efficiently! It mixes hot and cold drinks, malteds, frozen juices, cocktails, etc.

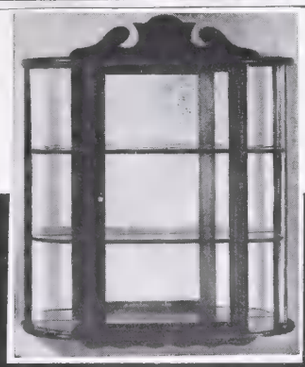
Encourages children to mix their own milk drinks.

It's perfectly safe . . . *it cannot shock* . . . it's light in weight . . . it's easy to clean . . . it's perfect for your own use and for gifts. Complete with white unbreakable plastic tumbler. Your choice of red or black base.

ONLY $4.95 POSTPAID

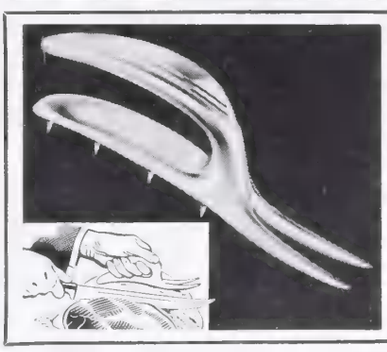
Send check or money order—we pay postage.
5 Day Money Back Guarantee
ORDER TODAY!

N COMPANY Dept. HB-6
9th St. • New York 17, N. Y.



"WE ARE THRILLED WITH IT," say thousands of our customers who have bought this genuine solid mahogany wood hanging bibelot cabinet. Made with cabinet-maker's skill, hand rubbed to rich finish, it has hinged doors, bent glass sides, is mirror backed, completely glass enclosed, dust-proof, generously sized, 23" high, 19½" wide by 5½" deep, 6" between shelves. Choice of mahogany, pickled pine or antique gold. **$22.95**
Express charges collect. Shipping wt. 20 lbs.
Larger size also available: 23" wide x 29" high x 6½" deep, 7⅝" space between shelves. $32.50 express charges collect.

SEND FOR LEAFLETS
MAYMAC COMPANY
79 W. Grand St., Mt. Vernon, N. Y., Dept. B

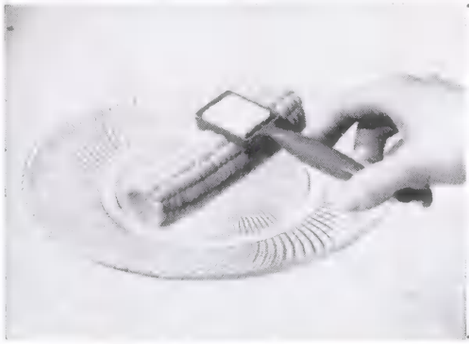


Ham or Roast Holder . . Unique Wedding Gift

CARVEL-HALL'S marvelous help for amateur or experienced carver . . . gives a firm grip on roast, ham or fowl . . . or summer barbecues. Acts as server, too! Chrome-plated heavy aluminum alloy, with inset stainless steel grippers. Gift-packaged. $5.95
(Ohio residents add 3% sales tax)

By mail only. Immediate delivery postpaid Send check or money order. No C.O.D.'s please

Continental Gifts & Imports
6003 The Arcade Cleveland 14, Ohio



CORNY CAPERS

A simple solution for that slippery job of buttering corn on the cob. Just two steps—place pat of butter in spreader—rub on cob! In colorful Polystyrene plastic—a gay note to grace your summer table. Dad will applaud it as well as the tricycle crowd. It's that simple to use!

Evenspred Butterer

Approved by American Butter Institute. Set of six, $1.00 postpaid. (No C.O.D.'s please)

MIMEO-ART CO.
144 S. Rohlwing Road
Palatine, Illinois



Windo



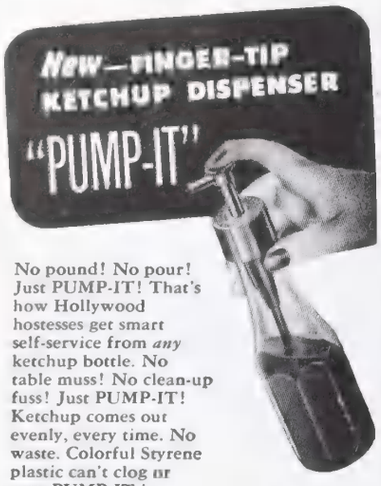
WHEELBOWL. This w for your buffet table what a picture hat does for you suit. Perfect for barbecu tings is the natural ha bowl with Western brand there's the darker Frenc vincial that we'd like fille fruit or banked with mul Sweet William. 11" bowl a and hoe servers. $9.95 ppd. Thomas, 716 Wilshire Blvd Monica, Calif.



THE KIND OF A W who gardens in dungarees, tea in lilac linen, moves w grace of a Strauss waltz, w this combination of golde and English bone china. G Candleholder Ashtray an Century Hurricane Chamb $8.50 each. Handmade l candles with pink roses or backgrounds, $1.50 each the pair. Ppd. David Sal W. 44th Street, New York



HAPPY ENDINGS fo favorite editions are thes looking book ends. Made ural hard woods, they hav bases covered with felt vent slipping or toppling. hand-finished in birch, ma maple, knotty pine, or $4.85 the set: Californi wood, $5.35. Postpaid fro Rupp, 941 20th Street, Monica, Calif.



No pound! No pour! Just PUMP-IT! That's how Hollywood hostesses get smart self-service from *any* ketchup bottle. No table muss! No clean-up fuss! Just PUMP-IT! Ketchup comes out evenly, every time. No waste. Colorful Styrene plastic can't clog or rust. PUMP-IT is perfect... for yourself ..for shower and party gifts. Only $1 postpaid, money back if not delighted.

$1.00 POSTPAID

Pump-It INC. Box 123, Dept. H-4 Hollywood 28, Calif.



A unique gift for Graduation, Father's Day—or any day for any Golfer!

This splendid **Golf Ball Marker** stamps owner's initials clearly and permanently into golf balls for positive identification in play. Precision-made of finest steel to give a lifetime's faultless service. Heavily plated in finest chrome, **$3.95** postpaid (No C.O.D.s.) Specify 3 initials when ordering.

Send for free catalog "The Perfectionist's Guide to Gift Buying."

Camalier & Buckley

1141 Conn. Ave., (B), Washington 6, D. C.



JUST THINK!

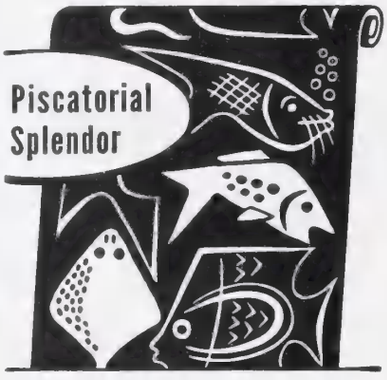
NO BAGS TO CARRY. CARTS TO PUSH. CADDIES TO PAY.

• Augment your set with this EXTRA club for Travelling, Vacations, Guests, Twilite-Golf, etc. An Unusual Practical gift. Join the thousands of Men & Women who now enjoy playing with this all in one Club. TRY IT—BUY IT.

ORDER with confidence. *Satisfaction guaranteed* with 10 day refund privilege **ONLY $22.50**

Write for your free copy "Now I really enjoy golf" by Wes. Boutler.

INTERNATIONAL GOLF PRODUCTS
4463 W. Madison St. Chicago 24, Ill.



No fish like these ever lived in ocean sea. No wallpaper ever looked better on your walls. It's cool, fresh, modern, fashionable! Dark green background. $2.50 a single roll. ASAM WALLPAPERS, 919 Arch Street, Philadelphia 7, Pa.

ASAM WALLPAPERS



Guaranteed Ant Control With Grant's

You get a 6 months' written guarantee that Grant's will rid your home of ants. Easy to use. No bottles—no bother—no mess. Place stakes 8 feet apart completely around the house. 1 package takes care of a 5 room house. Important, too, is the "safety-sealed" all metal containers that protect children and pets. 12 Ant Controls per box. Price $1.25. Shipped prepaid, tax incl. "Kill Ants with Grant's." **Grant Laboratories, 6020-B Adeline Street, Oakland, Calif.**

PREVENT Dog Damage to Evergreens, Shrubs, Flowers, Vegetables, etc.



Amazing **Liquid Chaperone** keeps dogs, rabbits, etc. away from gardens, garbage pails. Easy to use—just spray on. Works like magic. You don't smell it—dogs can't stand it and keep their distance.

Harmless to you, your pets and your plants. Economical, won't wash off. A little goes a long way. 8-oz. bottle **Liquid Chaperone,** only **$1.** For Bigger Savings: Qt. **$3.**—Gal. **$8.**

Keep Dogs Off Furniture
To keep dogs off chairs, etc., use **Powder Chaperone,** also **$1.**

Chaperone Dog Cleaning Powder
It cleans better than water. Easier on you and your dog. Big shaker package **only $1.**

Same terms and Money-Back Guarantee on all 3 of these products.



SEND NO MONEY
Order **Liquid Chaperone $1** C.O.D. plus postage (or send $1 bill at our risk and we will pay postage).

Sudbury Laboratory, Box 666, S. Sudbury, Mass.

LIQUID Chaperone



LITE SWITCH TUR
YOUR CLOSET LIGHT AUTOMATI

Open the door, light's on—close door, li LITE SWITCH works like the light in frigerator. Saves bother, bulbs and el Especially helpful for children.

Just screw adapter socket into clo socket—insert 2 screws . . . that's all. No splice or new connections to make. *Yo one for every closet in the house.*

Complete with 6 ft. cord, screws and tions. Order several and save.

ONLY $1.95 Postpaid **2 FO**

Rene-Craft Products

1 OWENS BLDG. • WILMETTE 3,



SERF-o-LET'S STERILIZING ACTION REMOVES ALL STAINS, SLIME AND ODORS

Serf-O-Let cleans toilet bowls automatically. Each flushing activates the Serf-O-Let. No plumbing required to install it. Harmless to metal, bowls, and humans. Yes, it's safe to use with Septic Tanks. One bag of chemicals lasts six months. Refills 75c each. Complete Serf-O-Let includes one bag of chemicals. $3.75 post paid.

(Add 20 cents West of the Rockies.)

Satisfaction or money refunded. Check or Money Order. No COD's please.

KINNARD, INC., 8 QUARRY RD., LITTLE FALLS, N. J.



Shopping



ORKING SANDALS. It will
: a great day for Father if you
ve him these "Grand Stand-ers."
ade of genuine water buffalo.
nported from India, the light-
-air cork platforms are covered
th leather. They'll fit his feet
his finest gloves fit his hands.
d they'll wear for ages. In sizes
13, for men and women. in
tural. $6.95 ppd. Fellman, Ltd.,
W. 43rd St., New York.



MAN'S TIES will be the
ide of his wardrobe if they are
nnered in an orderly line-up on
s fine rack. Made of chromium.
has prongs to hold 72 ties, and
nan can select one without dis-
bing any of the others. With
non-slip grips, ties won't land
the floor. 22½" long. $4.95
stpaid from Neville's, 195 High
. Burlington, N. J.



**PARROW IN THE TREE-
OP** will come down to earth
you put the log cabin bird
der and shelter on your porch
ge. 16" x 9½" high. $3.75.
d Mr. Wren will sing of love
his fair Jennie if you make
6" x 7¾" cabin their dream
use, $2.50. For the heavenly
ebirds there's the 11½" x 13"
use, $2.75. With rings for
nging. Ppd. Trent House. 339
antic Ave., Trenton, N. J.





Carabao "Matchstick" Bamboo Draperies

SAVE ⅓ 3′ x 7′ only **$5.20**

Decorate your windows in the newest way with imported Carabao draw draperies of matchstick size bamboo. Write for free detailed picture that shows how the tiny vertical slats are sewn to give suppleness and texture to these unusual drapes. Complete information and price list will be included. Available in any size . . . natural color drapes in standard sizes are approximately 24¢ a sq. ft. Standard decorator colors (chartreuse, kelly green, red, yellow, grey) approximately 34¢ a sq. ft. We will match any color swatch you submit or you can easily paint them yourself. Write today and learn how inexpensively you can decorate your windows with these beautiful drapes. Traverse rods and cornices also available.

SPECIAL PRODUCTS CO., Import Dept. HBJ
950 Columbus San Francisco, Calif.

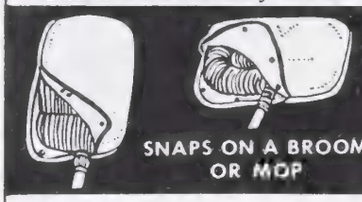
NEWEST INVENTION IN EASY CLEANING

Snaps on and off in a jiffy

BRUMOP COVER

U.S. Pat. Reg. applied for — Pat. applied for

Cleans with one easy stroke!



A really new idea in a washable —soft as lambswool—cover for broom or mop. Cleans ceilings, baseboards, all those out of the way corners in a jiffy.

ORDER YOURS TODAY! *Quantity Limited. Just clip your check or money order to this ad.*

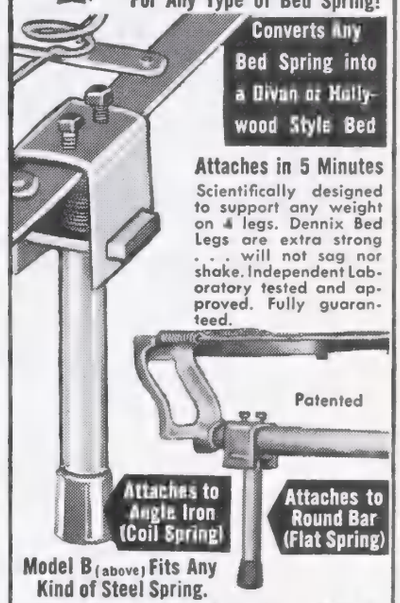
BRUMOP nicely packaged **$1.00** postpaid

BEVERLY TEXTILE MILLS
Dept. B-6, Beverly, New Jersey

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Dennix Bed Legs Last a Lifetime!

For Any Type of Bed Spring!

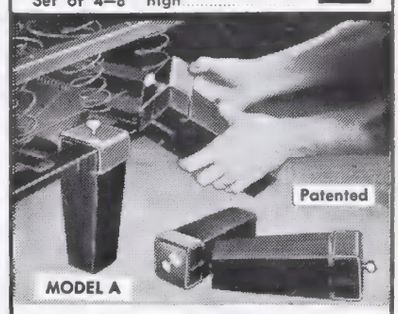


Attaches in 5 Minutes

Scientifically designed to support any weight on 4 legs. Dennix Bed Legs are extra strong . . . will not sag nor shake. Independent Laboratory tested and approved. Fully guaranteed.

Model B (above) **Fits Any Kind of Steel Spring.**

All-steel legs, finished in aluminum, rubberized plastic tipped. Set of 4—8" high..... **5.95**



Attaches to any open Coil Spring . . . genuine hardwood with furniture finish in mahogany, walnut, maple or blonde. Set of 4—7" high..... **5.95**



MODEL C—Attaches to Box Spring . . . hardwood finished mahogany, walnut, maple or blonde . . . with steel non-rip plate to protect ticking. Set of 6 ..... **5.45**

Send check or money order. Money refunded in 10 days if not fully satisfied. We pay postage.

JORE and Co., Dept. HM
78 Fifth Ave., N. Y. 11



BOUNTZEE BOOTZ

You'll Be Walking on Air. Gay, happy, slip-ons! ONE WHOLE INCH of foam rubber sole. You'll b-o-u-n-c-e . . thru your housework . . . to the shower . . . at day's end after hi heels. Candy striped or polka dot terrycloth (tubfast and sunfast). Red, green, or blue on white . . . (also plain white terrycloth and faded blue denim $2.95) Small, medium or large

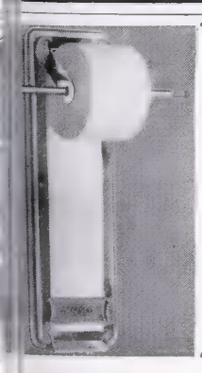
$3.75 Postpaid & Moneyback Guarantee

In Calif. add 3% sales tax

Happytogs *of California*

5312 Tujunga Avenue • North Hollywood 15, California

Send for FREE folder of matching terrycloth suntogs



Just the thing for the modern housewife!

JOT 'EM DOWN

The new, attractively polished solid aluminum memo pad is ready to serve you. Only 4" x 12" it can be hung anywhere in the kitchen. Its neutral finish blends well with any color combinations, and the unique, built-in holder does away with lost pencils. JOT 'EM DOWN comes equipped with six hundred feet of ordinary adding machine paper roll tape, enough to last the average housewife a full year. (Adding machine paper roll tape refills available at your local stationers.) The price just **$1.98, postage prepaid. No C.O.D.'s please. Send for catalog**

FOWLER & GRAHAM
THE HOUSEWARES STORE
120 East Putnam Avenue, Greenwich, Connecticut

NEW!

Trash Disposal Unit

Burns Refuse Safely



● A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to

ALSTO COMPANY
Dept. HB-6
Cleveland 1, Ohio

SUEDE AND LEATHER
COATS — JACKETS
CLEANED • REDYED

HANDBAGS
SUEDE — LEATHER
ALLIGATOR
CLEANED — DYED — REFINISHED
RELINED • REPAIRED • RESTYLED

All Leather Gloves (Minimum 3 pairs) Rejuvenated — $1.00

send articles for free estimate

DELIVERY SERVICE IN MANHATTAN
MU 8-2030
Mail Orders Dept. HB

LEATHERCRAFT PROCESS OF AMERICA, INC.
1052 1st AVE. (at 57th St.)
NEW YORK 22, N. Y.



Basket Beauty

Unusually attractive oval basket, with filigreed brass band top and bottom and claw feet. Permanent finish. Available in all brass or combination of copper and brass.

Will enhance the beauty of any room. Can be used as waste basket or magazine rack.

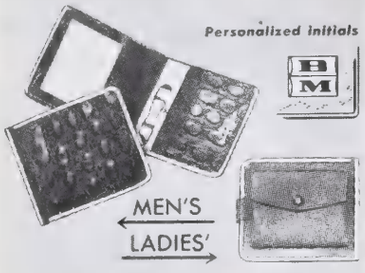
Footed basket $17.50 plus postage
Without feet 15.50 " "

No C.O.D.'s please

Write for FREE brochure

LAFAYETTE GIFT SHOP
P.O. Box 17 Hasbrouck Heights, N. J.

NEW, CLEVER BILLFOLD IDEA



Unique pocket accessory Craftsman "Clipper" billfold keeps bills safe and tidy. No fumbling. Every bill visible; easily extracted; yet gripped securely by spring clip. Attractive, patented 24K gold-plated "Lifetime Edge" preserves "Clipper's" trim shape.

Woman's "Clipper" has clever "kangaroo pouch" change purse.

For men: Genuine Pigskin, Alligator Grain Calf, Imported Black or Brown Morocco.

For Women: Red, Green or Blue Morocco.

$3.60 (tax included); gold-plated initials at 15¢ each. Send check or M.O. Write for free brochure.

EMBASSY ENTERPRISES, Dept. HB
450 Seventh Avenue, New York 1, N. Y.

NOW you CAN protect nylons from snags and runs!



Now – at home – just rinse your nylons in Rejuv plastic liquid and protect them from snags and runs. Women say it doubles the life of nylons. Decreases sheen and adds to the body of the hose. Does not affect sheerness or color. Harmless to skin and hose. Rejuv coats each nylon fiber with a tough, invisible plastic film. You can actually *see* the plastic disappear out of the solution as it is absorbed by the fibers. This is the same genuine formula proved by hosiery mills throughout the country. 6 oz. bottle only $1 postpaid. Guaranteed. MAIL COUPON TODAY.

ONLY $1 Ppd.



REJUV PRODUCTS CO.
3356 Glendale Blvd., Los Angeles 39, Calif.
Please send postpaid 6 oz. bottle of Rejuv. $1 enclosed.

Name _____

Address _____

Aids for BARBECUE SUCCESS!

Right: **3 pc. BARBECUE CHEF SET** for the [illegible] who takes over & likes to be well dressed at outdoor festivities. Full size apron has pockets for necessary accessories and is of heavy blue striped ticking with accenting red trim. Jaunty can & handy pot holder complete outfit.

$4.25 a set postpaid



Above: **BARBECUE SALT & PEPPER SET**

Long handles 18" in length, literally take the boarding house reach into the open, with this new salt & pepper set conceived in maple.

$4.00 pair postpaid

NEW catalog showing other barbecue aids available.

Chet Studios **MIDDLEBURY 6, CONN.**



ZODIAC CHARMS FROM OSLO NORWAY

Strikingly wrought by the skilled hands of world-famous craftsmen

Jewel colors of Cloisonne enamel laid on gold-plated sterling silver base from the jewelry shop of famed Carl Andersen. All 12 Zodiac signs now ready. Ideal to wear on watch bracelet, charm band, neck chain, or, for men, on watch chain or cemented to wallet or belt. Good luck! Money back guarantee. Specify sign or birthday. *Only* $3.95 ea., *postpaid incl. Fed. Tax* 24 page Gift Catalog FREE with order, or send 25c if not ordering.

HOUSE OF CHARM On the Road to Palm Springs.
3435½ East 11th St., Dept. M-2, Riverside, Calif.

A Gourmet's Delight



Harvard House Vintage Wine Vinegars add zest to your salads and that magic additional flavoring touch to all your cooking. 5 flavors: Chef's Bouquet, Garlic Flavored, Tarragon Flavored, Basil Flavored, and Red Hot.

Quality wine vinegars like these usually sell at $1.50 per bottle. Your set of 5-12 oz. bottles shipped post paid for only **$2.95**

BERTHOLD'S
Box 672 Framingham, Mass.



Window



ARE YOU A MODERN
You are if you prefer Widdicom to Sheraton, abstracts to prim itives. And here is a lamp tha caters to your tastes. It has black wire base in a free-form design, a shantung-over-parch ment shade, a three-way switch 28" high over all, the shad comes in chartreuse, Chinese re white, or hunter green. $10, e press charges collect. Studi Shop, 557 Boylston St., Boston



THE BRIDE DANCES, th Swiss music box plays a liltin waltz, and you can almost sme the fragrance of orange blosson in the June air. The little chin doll, dressed in satin and lac is mounted on a small velv stage—and she never takes th same steps twice. With clear pla tic dome, 6" tall, $10.95 pp Bornand Music Box Co., 13 Fourth Ave., Pelham 65, N.



IT'S JULEP TIME, so he is the crusher that will deliv those ice chips for your froste favorite. Think of the froze daiquiris, the Scotch mists, r freshing iced tea! The Lightnin Ice Breaker and Drink Mix chips it coarse or fine, so it perfect for serving shrimp, fru cup, etc. Red rings on the tur bler indicate 4, 8, 12, and oz. $2.25 ppd. Harvey E. Smit 1435 E. Market St., York, Pa.



MAD AS A HATTER!

PALM GADGET HAT

$3.75 Postpaid

You're on a vacation the moment you wear one of these Palm Beach originals. Gay, glamourous, and utterly different! Fits almost any headsize.

Send check or money order.
Sorry, no C.O.D.'s
N. Y. C. Residents add Sales Tax

FRED LEIGHTON, INC.
Dept. HB6
15 East 8th St. New York 3, N. Y.
1514 Wisconsin Ave., N.W. Washington 7, D. C.



WEDGWOOD LIGHTER

Exquisite on her table . . . smart for his den . . . a perfect gift! Silver plated, fully automatic EVANS lighter, with everlasting spun glass wick. Mounted in WEDGWOOD . . . embossed blue on cream grapevine Queensware. Limited supply in America!

LIGHTER and ASHTRAY . . . $15.00 Postpaid

Cup Collectors! Send 10¢ for Catalog "C"

The Ferns Gift Center
OLD FORGE, N. Y.
NO C.O.D. PLEASE.

Shopping





EXICLOGS, hinged at the 's natural flexing points, are le of hard maple with fine be soles. For men, sizes 6-12; women, 3-9; $5.95 each. l sizes only. Leather-grained tic straps for women in kelly n, navy, black, ivory, red, l, yellow; for men in maroon brown. Extra strap sets $1.25 per set. Ppd. Muriel can, Haddon Heights, N. J.

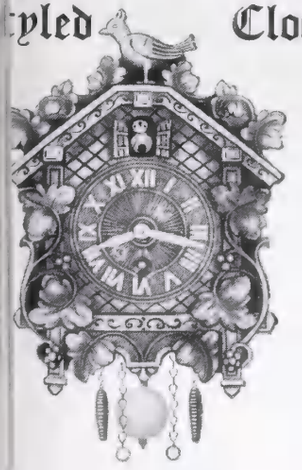


E THE BRIDE an extra er that will be a handsome ition to her silver pattern. pierced spoon is perfect for ing such vegetables as peas, sel sprouts, cauliflower, etc.. she'll find her own favorite for this sterling-handled ty. $9.95, including Federal postage, and gift wrapping. er from Leonard Talner lers, Inc., 565 Main St.. Rochelle, N. Y.



W CUTE CAN SHE BE? enough to turn grubby cow- into scrubbed Romeos—if saunters out in this Swiss ndy outfit after her nap. d-finished pinafore is embroi- d with her name. $8.95; can panties with saucy ruffles,); adjustable sunbonnet, 5. Sizes 1-4. Send waist meas- ent. Pastel pink, blue, white. aize. Ppd. Charlotte Johnson, Granville Ave.. Chicago 40.

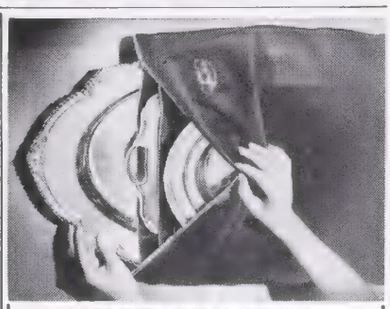
Black Forest Styled Clock



tely fashioned with bobbing bird swinging to the tune of the Pendulum. Decoratively designs in molded wood. Has ornamental and weights. GUARANTEED 30 hour clock nt wind key.

ural Wood Colors. 7 inches high. Only $3.98 or pay postman $3.98 plus delivery charges.

SUCCESS PRODUCTS
. 3rd St. Dept. CC-1, Brooklyn 11, N.Y.



SILVER POLISHING IS UNNECESSARY

Store your silver in nationally advertised Pacific Silver Cloth—the miracle cloth that **prevents all tarnish.** Silver stays shiny bright for weeks or even months—always ready for **instant** use. Eliminates messy cleaning. Zipper closed bag shown stores three large trays free from tarnish and scratching in **separate** compartments (exclusive feature). 20"x30"—$5.50; 16"x24"—$3.85; 16"x 20"—$3.45, all postpaid. Silver cloth for lining drawers (31" wide) $2.50 yd. Lifetime tarnish-free service guaranteed. Write for free catalog showing silver storage bags for every use from 70c. California residents add 3% sales tax.

California Ways

132 N. B. St., San Mateo, Calif.
Dept. HB

Fine Bavarian China by Mail!

Importer's Stock Defies Comparison!

Now you can own the finest of Imported Bavarian China for only $4.95 a complete 5-piece place setting!

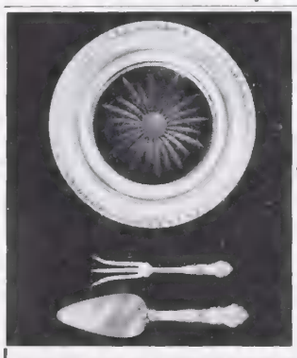


Royal Castle China—in the famed violet pattern of the Bavarian Alps — whose delicate loveliness served and graced the finest tables abroad is now available — on open stock — to All America. This beautiful pattern — the touch of baroque — in snow white translucency with the strength of really fine china is now yours at a price every American home can afford. Only $9.90 a unit of *two* place settings (2 each of dinner plate, salad plate, butter plate, teacup and saucer).

Take advantage of this opportunity to build a truly fine set of china at your convenience. Mail your order today.

And remember — complete satisfaction or your money back if requested within 10 days. Send check or money order for $9.90 per unit (sold only in units of 2 place settings) plus $1.00 to cover shipping charges per unit. No C.O.D.

ROYAL CASTLE CHINA CORPORATION
Box 183, Madison Square Station, New York 10, N. Y. Dept. B



STERLING SILVER SERVING DISH

with Matching Lemon Fork or Hollow Handle Cheese Knife

The largest of its type available (7" in dia.). Has decorative glass insert. Lemon Fork and Hollow Handle Cheese Knife are of heavy Sterling. Your Dish with choice of Lemon Fork or Cheese Knife only **$9.95 postpaid,** tax included. Extra Fork or Knife **$3.00** additional. Beautifully packaged in a satin lined box. **Makes a handsome Wedding Gift!**

Sorry, No C.O.D.'s

SILVER MART
1701 Avenue U Brooklyn 29, N. Y.



TANK ATTACK!

Re-create a full-scale battle with this 26-piece combat set. Features U. S. tank, Russian tank and soldiers made to scale.

$7.75 postpaid

No C.O.D.'s please

Military Miniatures
America's Foremost Miniature Figure Shop
1384 Lexington Ave.
New York 28, N. Y.
Catalogue sent upon request

AT LAST! A FAMILY SIZE CHARCOAL BROILER



BROILS LUSCIOUS STEAKS—CHOPS—FISH—FOWL FOR ONLY $5.95
HOT DOGS—HAMBURGERS, ETC. IN MINUTES

Now you can enjoy the mouth-watering flavor and taste thrills of charcoal-broiled foods for an amazingly low cost—with CHARCOOK! 10½" grill broils complete average-size family meal in minutes right before your eyes! Proved over 90% smokeless—can be used indoors too, right on your dining room table! Self-sterilizing ash and drip pan eliminates dirt and grease. Made of rust-proof, nickel-plated steel for long use. Compact, easy to carry on picnics, hunting, fishing, camping trips. *Large bag of finest hickory and hardwood charcoal included FREE.* Only $5.95 postpaid—or sent C.O.D. plus postage and handling. 10-day money-back guarantee.



DAMAR DISTRIBUTING CO., Dept. CK103, 22 Treat Place, Newark 2, N. J.

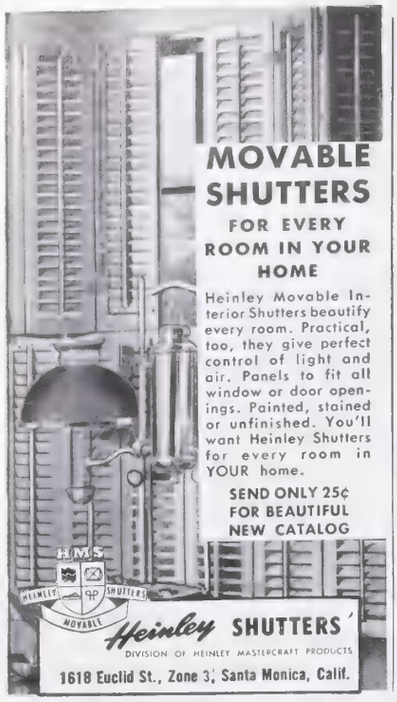


FROM SHEFFIELD ENGLAND

Beautiful 5-piece **Tea & Coffee Service** in traditional Georgian fluted design. Exceptionally heavy silver plate.

$77.50 plus Fed. tax
A $135 value

DiSALVO GALLERIES, INC.
447 Madison Ave., N. Y. 22
PLaza 5-0578 Mail orders



MOVABLE SHUTTERS

FOR EVERY ROOM IN YOUR HOME

Heinley Movable Interior Shutters beautify every room. Practical, too, they give perfect control of light and air. Panels to fit all window or door openings. Painted, stained or unfinished. You'll want Heinley Shutters for every room in YOUR home.

SEND ONLY 25¢ FOR BEAUTIFUL NEW CATALOG

Heinley SHUTTERS
DIVISION OF HEINLEY MASTERCRAFT PRODUCTS
1618 Euclid St., Zone 3, Santa Monica, Calif.



It's animated! The skirt on the handsome bronze figure moves in lifelike "hula" motions. Operated by a small 60 cycle—7 watt motor. Height 22" (figure 15"). 16" rich velveteen shade in Red or Green to match "grass" skirt. **$22.50** postpaid (No C.O.D.'s).

Send for free Catalog of Smart Bar Accessories

the GAME ROOM
1538 Connecticut Ave., N.W., Washington 6, D. C.



LEARN Interior Decoration AT HOME

• NOW is the time to prepare yourself for a fascinating and beneficial career. There is a great post-war demand for trained decorators. Should you not wish a professional career, why not learn the fundamental principles of decoration for creating beauty in your own home? It will save you money, enable you to buy furnishings wisely which will always be harmonious and in style.

You can gain this priceless training through delightful study at home in study periods to suit your own convenience. Your work will receive personal supervision. Through the—

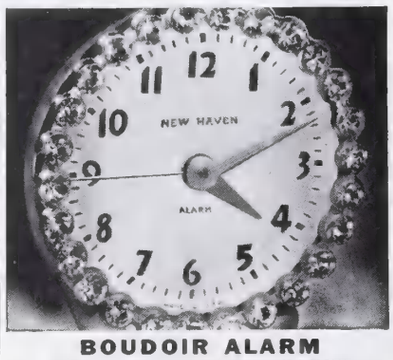
Arts & Decoration Home Study Course in Interior Decoration

—you get a thorough knowledge of color harmony, textiles, lighting, arrangements, modern and period furniture, backgrounds, etc. The Course consists of 30 lessons, color plates of successful interiors, books on color and drapery patterns, fabric samples.

WRITE FOR BOOKLET—IT'S FREE

Describes the course in detail. 27th year

ARTS & DECORATION CORRESPONDENCE COURSE IN INTERIOR DECORATION
200 EAST 37TH STREET, HB-3, NEW YORK 16



BOUDOIR ALARM with a halo of BIRTHSTONES

A golden NEW HAVEN alarm clock with golden hands and numerals—exquisitely set off with a ring of brilliant simulated birthstones around its face—Truly a clock of color and distinction to suit the most refined tastes.

Accurate • Quiet • Compact (3" dia.) • Guaranteed

Indicate Birthstone and order now

Jan. Garnet	July Ruby
Feb. Amethyst	Aug. Sardonyx
Mar. Bloodstone	Sept. Blue Sapphire
Apr. Diamond	Oct. Opal
May Emerald	Nov. Topaz
June Pearl	Dec. Turquoise

ONLY **$9.95** postpaid

REG. $12.95

No C. O. D.'s please *Add 20% Fed. Tax ($1.99)*

BERKSHIRE'S
368 N. La Cienega Blvd., Los Angeles 48, Calif.



MANNING-BOWMAN
GENERAL PURPOSE ELECTRIC MIXER

Lightweight! Superpowered! Portable!

- Combines the best essentials of stationary and portable type mixers!
- Completely compact, requires minimum storage area!
- Has convenient 3-speed selector located on top of mixer for fingertip control!
- Movable handle may be used either on top of the motor casing or on the side, whichever gives you better balance!
- Easy to keep clean—simply hold paddles under faucet. Because the Manning-Bowman Mixer is portable, it's not necessary to remove beaters!

$28.95 postpaid

Sorry, no C.O.D.'s.

Makes a wonderful wedding gift!
Larchmont Gift Shop
1930 Palmer Avenue Larchmont, N. Y.



PLASTIC TUMBLERS

Keep ice cubes for hours. Require no coasters. Two layers of plastic with a vacuum between gives the insulation. Ideal for card players as the tumblers remain dry outside. 8 gay colors for identity. Capacity 14 ounces.

Set of Eight $4.95 Postpaid.

SCULLY & SCULLY, Inc.
"The Smart Gift Shop of New York"
506 Park Ave. New York 22, N. Y.



Window



SISSY BRITCHES. A very small flirt will go to any lengths to show off her pretty panties—from somersaulting on the lawn to curtsying like a bumps-a-daisy queen. Made of white seersucker, a "flower of the day" blooms out of a flower-pot hanky pocket. There are 7 different flower designs. Sizes 2-4-6, $1.50 postpaid. House of Tullius, Post Office Box 3493, Merchandise Mart Plaza, Chicago 54, Illinois.



IT'S PAPA WHO PAYS, but if you give him a place to stash his ever-present problems he'll pay the bills almost willingly. A plywood letter rack comes in natural, mahogany, or walnut finish, bears his initial. With a groove for his pen and two sections for paid and unpaid bills, incoming and out-going mail, it's $1.75 ppd. Scroll Wood Arts Shop, St. Charles, Ill.



FROM MADAGASCAR come these lovely mats, hand-woven of natural raffia. What makes them outstanding is their texture. They're delicate enough to use with your finest bone china, sturdy enough to use with country-house earthenware. Set of 4 mats and 4 coasters, $4.50. Individual mats, 12" x 18", 75¢ each. Minimum order, 4 mats for $3. Ppd. Baker's, 1532 Sansom St., Philadelphia 2, Pa.



The BABY GIFT That Mother Really Needs
BOOTEE STRETCHER

The cutest new baby accessory you've ever seen! And so practical, too! Stretches and blocks baby's booties. Protects baby's tiny growing feet. Hygienic, clear plastic with adjustable frame that grows with baby. Makes a darling planter or dressing-table ornament after baby grows up! Beautifully gift boxed.

Satisfaction Guaranteed or Money Refunded

$1 Pr POSTPAID

sunset house
8818 Sunset Blvd. — Dept. B-2
HOLLYWOOD 46, CALIFORNIA



1+1=C

Add one (5 shelf)

- Plastic bag
- multiplies closet
- roomy, convenient
- folds for packing

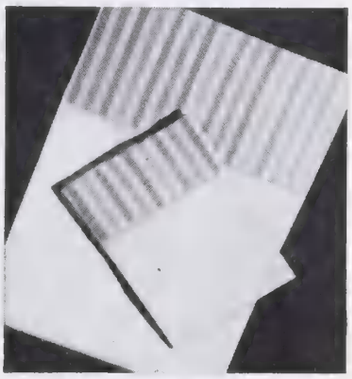
14" x 14" x 57" $5.6[illegible]
14" x 21" x 57" $6.9[illegible]
postpaid

CHARLES A. PETERS
339 North Ave
New Rochelle
New York

Shopping



DREAM CHILD will be the dman's favorite customer if ails off to the Land of Nod r this Wamsutta Babycale n. The candy-striped hem s in gay multicolor pastels. when you tuck it under his . he'll look like a sleepy ub. The set, including one x 77" crib sheet and match- pillowcase, is $7.50. Postpaid Miss Feltington, Inc., 1355 on St., Brookline, Mass.



ANT AN OX-CART with irst velvety pansies of spring. ike it with miniature cactus s, and your window garden be a blooming sensation. It's uthentic copy of an early 'ornia ox-cart, handmade from nest California redwood, and nes with a removable copper , 6" x 6" x 12" long, $4.50 No c.o.d.'s. Fiesta City ucts, Park Building, Santa ara, California.



IE AND GET IT. When want to call the children for lunch, when you want mmon your husband to the hone and he's deep in tomato s, this is the bell to ring. of copper with a leather for hanging. "Come and t" is painted in red across ront. A fine gift for an Out- Chef! 3½" high, $1.25 ppd. ie Merrill. 5011 Church Brooklyn, N. Y.



BEAUTY TREATMENT FOR YOUR SILVER!

RELACQUER YOUR OWN SILVER!

—brass, copper and other ornamental metals. SILVA-LAQ in pressurized spray-can dispenses transparent coating—in a jiffy! Protects against tarnish, eliminates constant polishing! Instead of paying $25. to $45. to relacquer average fireplace set, or $15. for Candelabra, do it yourself with SILVA-LAQ kit—only $3.50! Includes 8 oz. SILVA-LAQ REMOVER, 12 oz. SILVA-LAQ LACQUER and handy application cloths.

IT'S REALLY WONDERFUL!





REPLATE YOUR OWN SILVER!

—in 5 minutes with genuine SILVA-PLATE! Just rub on with a cloth! Silver plates worn areas on Sheffield and similar silver-on-copper ware. Gives copper, brass and bronze a gleaming silver plate. Countless other uses! Avoid imitations—insist on the original SILVA-PLATE—still the best! Costs less because it goes farther—wears longer. Safer—contains no mercury, cyanide or harsh abrasives. Money-back guarantee!

4 oz. $4.00 8 oz. Economy Size (12 handy application cloths included) $7.

NEW "NO RINSE" SILVER POLISH!



You'll never want to go back to old fashioned polishing methods once you use SILVA-GLOSS, the new miracle Silver Polish with the sensational crevice brush on cap (pat. pend.) Just rub on—let dry—wipe off! No rinsing! Polishes your silver to a high, gleaming lustre in 30 seconds!

ONLY $1.75 for 16 oz. 32 oz. Economy Size (12 handy application cloths included) $3.

SAVE THIS! HANDY ORDER BLANK



1300 (B-6) MADISON AVE., N. Y. 28

_____Silva-Laq Kits @ $3.50 $_____
_____ 4 oz. bottles of Silva-Plate @ $4.00 $_____
_____ 8 oz. " " " " @ $7.00 $_____
_____16 oz. " " Silva-Gloss @ $1.75 $_____
_____32 oz. " " " " @ $3.00 $_____
TOTAL $_____

Cks. or M. O.'s ppd. C.O.D.'s accepted (West of Miss. add 25¢)

Name & Address_____

FREE 50¢ BOOKLET: "Care & Preservation of Your Treasured Silver" with each order

LITTLE GREY FIXIT SHOP
1300 Madison Ave. Dept. HB-6 New York 28, N. Y.



WINDOW SASH NEED PAINTING?

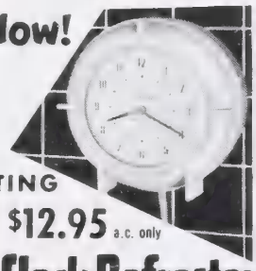
The TRU-TRIM Paint Brush Guide steers your brush along sash and moldings, keeps the paint where you want it instead of smearing glass or wall. Slides out of the way when not in use but is always ready for instant action. Made of light sturdy aluminum. Fits any 1½" brush.

TRU-TRIM Guide....only $1.00 Postpaid

TRU-TRIM PRODUCTS Dept. H. B. Hammondsport New York

Order Now!

NEVER "MESS" WITH DEFROSTING AGAIN! $12.95 a.c. only



Electric Clock Defroster

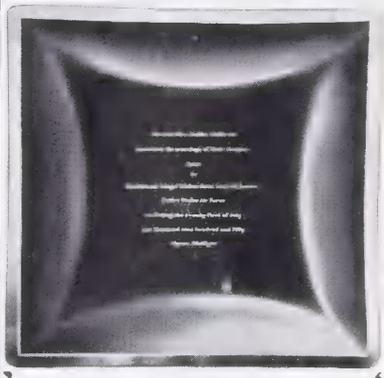
Just plug in — fits any electric refrigerator

MODERNIZE YOUR REFRIGERATOR for little more than the cost of a fine electric kitchen clock. PRESTELINE Electric Clock-Defroster ends forever messy, bothersome defrosting. A beautiful, accurate electric wall clock. A completely automatic refrigerator defroster.

Order today. Specify color (white, ivory, yellow, green, red). Check or money order—only $12.95 complete, tax and postage paid!

Guaranteed & Sold Exclusively By **Presteline**

447 American Furniture Mart
Chicago 11, Illinois
Makers of Famous Electric Refrigerators and Ranges



wedding-invitation plate

An elegant gift of beautiful simplicity. . . . Her wedding invitation or announcement duplicated exactly in etching on a fine crystal plate. For Mints, cheese, canapes, an important ashtray. Sterling silver rim, rhodium finished to eliminate tarnishing. Delivery, about ten days. Dimensions: 8" square.

$15.00, postpaid
No C.O.D.'s please

HOLIDAY HOUSE
16 Bellevue Theatre Bldg., Upper Montclair, N. J.



Organdy and Apple Blossoms!

For your littlest party girl! Skirt is a billowy cloud of sheerest organdy—Party Pink or Lime Green—three yards around, tied with a wide bow sash. Bodice and double Peter Pan collar are crisp white eyelet in a dainty apple blossom design with a perky little rose bud at the throat.

Sizes 1, 2, 3—$8 Sizes 4, 5, 6—$10

Postpaid in U. S.—No C.O.D.'s please.

hazel foley

794 Cadieux Road, Grosse Pointe 30, Michigan

"NEEDLETUFT" BATH ENSEMBLE

Gracious and Luxurious

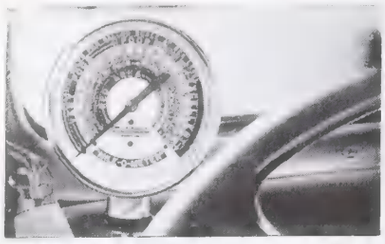


Beautifully colored OVAL BATH MAT has floral motif overstitched in clipped tufting. Background is encircled by a lacy chain effect. Border is of deeper-toned clipped tufting. In blue, rose, yellow, green or gray. Retains its beauty through countless washings!

21 x 36 $8.50 24 x 42 $11.50
Round Mat (not shown) 30 x 30 $8.50
MATCHING LID COVER secures on seat with heavy duty, laundry tested elastic sewn-in thread .. $2.69
All postpaid.

Morris

56 Main Street • Torrington, Conn.



MILE-O-METER

not only shows the driver the rate at which he is using gas, thus warning him when he is driving uneconomically (stopping and starting too fast) or his engine is wasting gas, but also tells him what to check if the engine performance is below normal. Meter has rubber tube which connects to the intake manifold. Manifold pressure controls a needle on the dashboard dial which shows the rate of gas consumption, provides a constant check on engine conditions including carburetor and other adjustments. Easily installed, no holes to drill. Simple to read dial face has four colors, fits all cars. Furnished complete with instructions. Deluxe chrome model (3⅝" dial face) is priced at $14.95. Standard model (2⅝" dial face) is priced at $9.75 postpaid.

GALE HALL ENGINEERING
Dept. 1492 107 Northampton St., Boston 18, Mass.
World's Largest Producers of Tune-Up Gauges

"Strictly for Men"



Treat yourself to a daily face massage in only ONE minute with

Strix-OL

The wonderful *new* "lotionized" *after* shave face massage cream that is soothing, cooling, refreshingly fragrant, and fast absorbing. It applies easily; it stimulates and revives blood circulation for a healthy, outdoor complexion. Ideal for use with electric razors. A practical and welcome gift for the men of your house.

Postpaid. No C.O.D.'s please. Satisfaction Guaranteed. **$1.25** plus 20% federal tax ($1.50 complete.)

STRIX CORPORATION
Dept. J, 333 North Michigan Avenue
Chicago 1, Illinois



Lightweight Comfort for Lawn or Terrace

ALUMINUM DECK CHAIR

● Enjoy this summer out in your yard with these lightweight lawn chairs. Weight only 7½ lbs. yet will hold over 500 lbs. Side tray for your delightful summer refreshments, neatly folds automatically when chair is folded. Made of polished aluminum tubing with heavy water-repellent, mildew-proof duck in choice of gay Red, Green, or Blue. Your satisfaction and comfort are guaranteed. Shipped to you Express Charges Collect. **$16.95**

Order by mail from

THE PECKS
932 East 50th St., Chicago 15, Ill.

end dark closet misery!



*open door — **LIGHT ON!***
*close door — **LIGHT OFF!***

ONLY **$2.49** Postpaid

MONEY BACK GUARANTEE
Send check or money order—no COD's.

Kloz-a-Lite floods every nook and cranny of your closet with oodles and oodles of luscious, luxurious light!!!—comes complete with 12 ft. cord, screws and instructions. All you need is a screw driver and two minutes. Automatic feature saves electricity



KLOZ-A-LITE
H-4
Slater Appliances, Inc., Woodside, N.Y.



New! CALHAWAII PLANTERS

of solid bamboo root that will not crack, $2.96 up

Beautify your windows, mantel, or table settings with these new Calhawaii tropical planters.

Each planter contains a removable bronze plastic insert. The #100 may be used to serve nuts, candy, cigarettes as well as for use as a planter.

#400, 17¼" long, 4 inserts, $6.95
#300, 13¼" long, 3 inserts, $5.45
#100, 5¼" square, 1 insert, $2.95
#200, 9¼" long, 2 inserts, $3.95

All prices postpaid. Money back if not delighted.

Calhawaii COMPANY
1059-73 Lincoln Ave., Pasadena 3, California

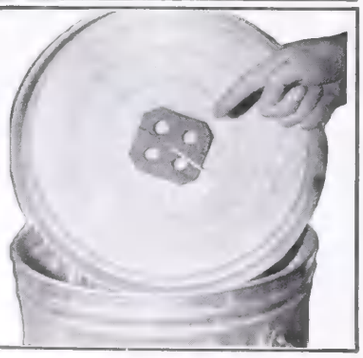
End Garbage Pail Nuisance Keeps Flies Away . . . Kills Odors

Indoors or out your garbage pail will repel flies, ants, cats . . . even dogs and cats won't come near when you use SAN-A-LIZER. BUY SAN-A-LIZER!

It's an unbreakable, harmless cake that fastens inside the lid of your garbage pail in seconds without tools. SAN-A-LIZER completely deodorizes garbage too.

Send $1.10 for a year's supply (4 cakes). Yes, it's non-poisonous to pets or children. Postpaid. Guaranteed. Join the "anti-fly" campaign.

SAN-A-LIZER CORP.
3055 Rosslyn St., Los Angeles 41, Calif.





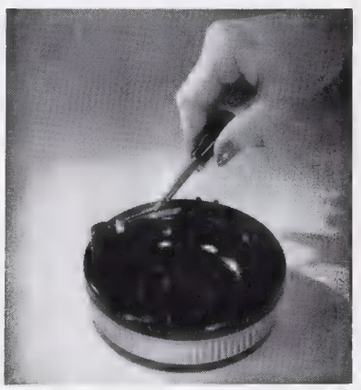
Windo



WALL FLOWERS. The ture Pin-Up Lamp Ensembl cludes a pin-up lamp wi medallion pictures to mak important wall group. In Ch red with bird prints, ivory Godey prints, maroon flowers, or chartreuse with ern prints, the set is $7.95 paid. From Homecrafts, Broadway, New York 3, N



PICK THE BUCKET you'll use for your knitting mending in your sewing plant with philodendron fo breezeway. Made from a Ver maple-syrup bucket, it wou equally wonderful for t salad at a barbecue, for first crop of russet apples wide, 32½" high, in a maple finish, it's $7.50 ppd. 50¢ W. of Mississippi. Ver Crossroads Store, Waterbur



SET FOR FATHER'S D Whether he smokes a pipe, c or cigarettes, he'll never h problem lighting up with *th* The torch lighter flares i flame simply by touching the rim of the black ash tray! With a golden around the base, it's 4¾" costs just $3.95, postpaid. Fischer & Son, 43-66 Street, Flushing, N. Y.

SWIRL-O-MATIC WASHES YOUR CAR FASTER EASIER



Just hold . . .
Revolving brush does the work

ONLY **6.95** PREPAID

ALSO WASHES WINDOWS, BOATS, SIDINGS . . . Simply attach SWIRL-O-MATIC to any garden hose. That's all! Amazing turbine-action quickly cleans, gives car a gleaming finish . . . *without getting you wet!* *Free* detergent included:

- Rinses as it cleans without streaking!
- No rubbing, scrubbing, wiping!
- Easy to use . . . weighs less than 1 lb.
- Pure non-scratching horsehair bristles!
- Guaranteed—aluminum and brass metal parts cannot rust! *Brushes replaceable!*
- Save money—pays for itself in 5 washings!
- 3 ft. extension—ideal for washing boats, windows, etc.—$2.50 extra (prepaid)

WELCOME FATHER'S DAY GIFT! We ship direct and enclose gift card.

West of Mississippi add 25c each item

MELAIRE DISTRIBUTING CO.
Dept. 15HB, 420 Lexington Ave., N. Y. 17, N. Y.

New Scientific Device

STOP SNORI

Safe—Sure—Comforta

Don't suffer annoying disturban sleep loss due to snoring. F NO-SNOR scientifically corrects breathing which leads to s FAIRES NO-SNOR is a plastic molded to fit comfortably betwee and lips. The first successful me stopping snoring, FAIRES NO-SN based on sound principles appro doctors and dentists. Won't i with teeth or dentures. Featur torially in LIFE Magazine. Thous satisfied users. Not only stops immediately but guaranteed to snoring habit, if worn regularly to 30 nights. Order FAIRES NO on money-back guarantee—for y for others—for the health and of sound, undisturbed sleep. Onl postpaid, in plain wrapper.

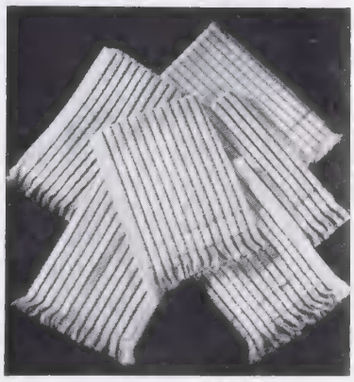
KANE CO.
Dept. N 610 S. Michigan Ave., Ch

Shopping





KEY MAN in your life
be an easy catch if you bait
with this sterling silver key
r. Hand-crafted in Mexico,
sh hook holds up to 25 keys,
asily accessible. The fish
even has semiprecious
s for eyes! In gift pouch, $5.
design in polished brass,
One of each, $7.50. Tax
ostage included. Hobbycraft
os of Highland Park, Ill.



EL BUYS. The next time
et an invitation to a linen
r, remember these! They're
utta terry cloth guest
, gaily candy striped—and
e pretty enough to please
ide, husky enough to please
oom. Remember them, too,
bread-and-butter gift to
week-end hostess. $2.95 for
ox of 6. Add 20¢ postage.
ond Distributors, 133 Lex-
Ave., New York 16.



EYED WONDERS for
ext cocktail party are these
ainted wooden chanticleer
The brilliant plumage of
vorting cocks and the in-
ing colors of the borders
gay as your gayest guest.
e alcohol-resistant, 8" wide,
e borders come in cherry,
green, burgundy, or lemon.
each ppd. The Powder
15½ Independence Court,
d, Massachusetts.



SERVING SHELLS

Add Festive Beauty to Table Settings!

Scallop Shells from France, ever so smart for seafood cocktails, salads, individual casserole dishes. Practical as well as pretty, these genuine natural color Scallop Shells go right in the oven for baking! Specially ground edges prevent chipping. Come in generous 4½-inch size. Set of 12 . . . **$2.50**



SALAD WASHER

Collapsible

From France comes the neatest salad washer that ever graced a Chef's kitchen! Makes salad fixin's come clean fast! Douse basket of greens, berries, etc. in cool water and shake. Made of springy, rust-resistant wire. COLLAPSES FLAT. Ideal kitchen shower gift. . . . **$1.25**

Postpaid. No C.O.D.'s, please. Satisfaction Guaranteed.

LRON 156 W. Chicago Ave., Dept AV-20, Chicago 10, Ill.

IOUS AHOGANY ***Gentlemen's*** **VALET STAND**

49" TALL . . . 18" WIDE

some, smartly designed, quality-crafted furniture
a man's or boy's room . . . for convenient, overnight-
of coat, vest, trousers, undergarments, necktie with
shoes and Built-In Cup on Cross-Shelf for keys,
wallet, etc.

thing neatly ready for saving, temper-saving ng rush dressing -saver for housewives

- **No more "clothes here and there"**
- **No more arguments**

MONEY—Order now! Pay postman only $12.95, plus postal O. D. Or send $12.95 with order (check or money order) for postpaid delivery. You save postage and C. O. D. fee. If not delighted return in 5 days for refund either way you order.



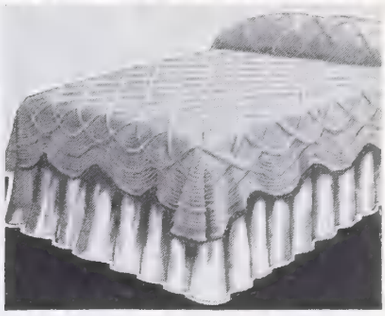
KLOK CRAFTSMAN GUILD

154HB Louis St., N.W. Grand Rapids 2, Mich.

Catalogue on request. Prompt delivery on all items.

SHOP by mail at COLTEN'S

HEIRLOOM COVERLETS of washable, ivory-white chenille. Graceful scalloped edges. Twin coverlet 9.95 . . . Full 10.95. COMBINE IT for a two-tone effect with a Chintz dust ruffle in solid colors of cloud grey, hunter green, powder blue, maize, cherry red, rose dust, or white. Dust ruffles are 8.95 in twin, 9.95 in full sizes. Chintz Ruffled 90" draperies 10.95, chintz pillow sham 4.95. Chintz color samples on request. Postpaid.

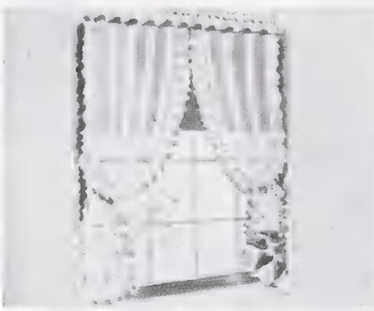




LUXURIOUS DRAW DRAPERIES of corded rayon bengaline-faille in exciting corn yellow, mint green, forest green, cadet blue, rose beige, rose dust, eggshell, cherry rose, grey or chartreuse. They're 84" wide per pair (finished, pinch-pleated width 48"). Hang 2 or more pair together for wide windows. 54" long 4.95, 63" 5.50, 72" 5.95, 81" 6.50, 90" 6.95. Color samples on request. Postpaid.

PRACTICAL SEERSUCKER bedspreads are glamorous, require no ironing, yet cost so little. Solid colors of forest green, dusty rose, yellow, mint green, chartreuse, pink, royal, brown, grey, wine! 5" white seersucker ruffle and trim. Twin spread now 9.95, full spread 10.95, 90" drapes 8.95, vanity skirt 5.95, sham 3.95. Color samples on request. Postpaid.

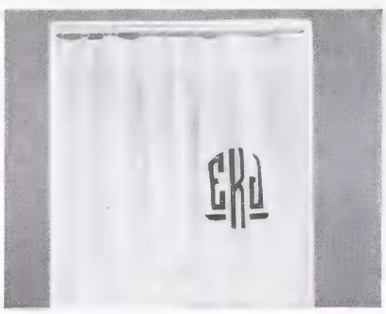




WONDERFUL "PICTURE FRAME" NYLON CURTAINS with perky, lush, 2½" picot edge ruffles on all 4 sides. Meticulously made of high count nylon that dries fast, requires little ironing. Lovely soft ivory shade . . . 76" wide per pair. And because of a special purchase made months ago, you save one-third over present replacement prices. 54" long 5.95, 63" 6.75, 72" 7.50, 81" 8.25. Postpaid.

DUST RUFFLES and QUILTED COVERLETS in Everglaze chintz come in 7 solid coordinated colors you can mix or match. Choose cloud grey, hunter green, powder blue, maize, cherry red, rose dust or white. Dust ruffles are 8.95 in twin, 9.95 in full sizes. Quilted coverlets are 13.95 in twin, 15.95 in full. Pillow sham 4.95. Ruffled draperies 90" long, 10.95. Color samples on request. Postpaid.





MONOGRAMMED SHOWER CURTAIN of heavy-bodied rayon taffeta in hunter green, water green, yellow, peach, wine, grey, flamingo, white, black, rose, red, royal or ice blue. Choose same or another color for 12" monogram. Curtain 6 × 6 ft. with monogram is 10.95. (Monogram is on right side, last initial centered.) Matching ruffled drapes (not monogrammed) 6.95. Color samples on request. Postpaid.

Write MISS SMITH
1351 BEACON STREET
BROOKLINE 46, MASS.

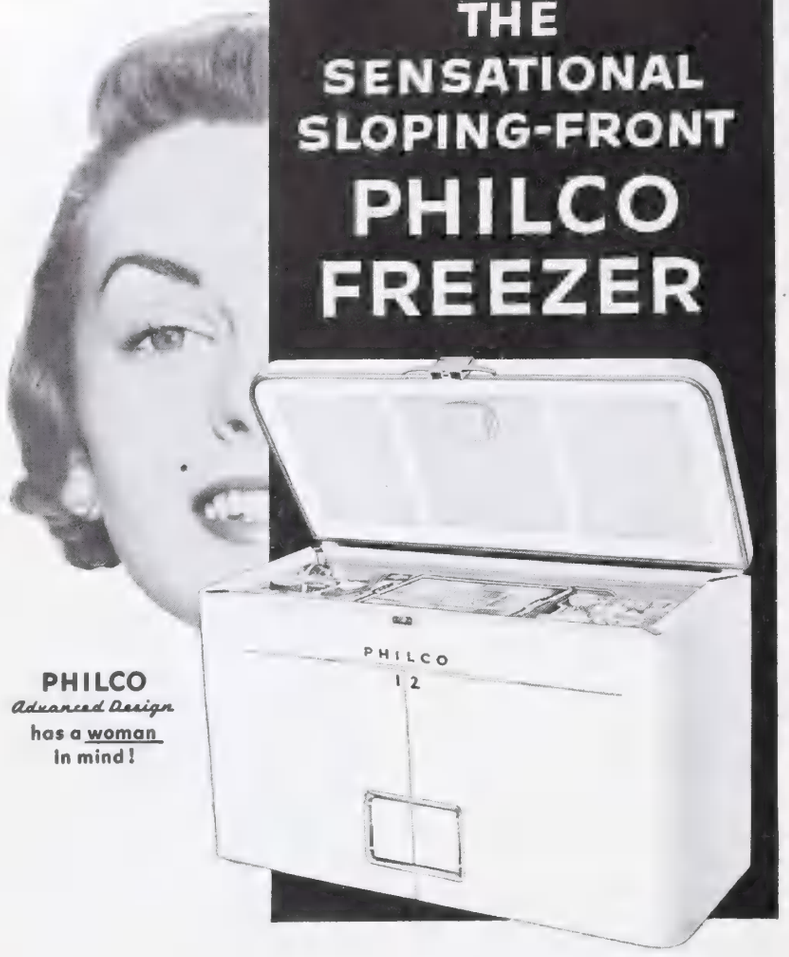
Established 1921

COLTEN'S

Of America's Finest Home Furnishing Specialty Shops

Women by the thousands prefer

THE SENSATIONAL SLOPING-FRONT PHILCO FREEZER



PHILCO *Advanced Design* has a woman in mind!

Because only a PHILCO has this exclusive design

PHILCO slopes in to the bottom so you can stand closer comfortably.

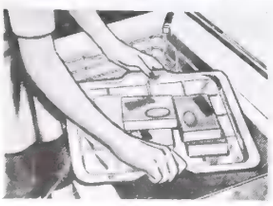


PHILCO puts 70% of the storage space above knee level.





Easy-Lift Storage Trays



Plastic Utility Tray

No wonder this new Philco is the most wanted home freezer in America! It's the answer to a homemaker's dream of the *ideal freezer!*

This sparkling sensational Philco chest-type Freezer incorporates every luxury and convenience feature you could hope for, including Easy-Lift Storage Baskets, Automatic Interior Light, and new plastic Utility Tray. Huge food capacity—holds 435 pounds of frozen foods! Temperatures as low as 15 degrees *below* zero permit sharp freezing in any compartment.

See this magnificent new Philco Freezer at your dealer's *now*. 12½ cu. ft. size, $399.95*. 8.1 cu. ft. size, $325.00*.

**In Zone 1. Prices subject to change without notice.*

PHILCO HOME FREEZERS

PHILCO Famous for QUALITY as Radio Sets



• It would somehow be a shame to hoard under lock and key this b ful dinnerware when it was not officiating at a dinner. Here it be a three-dimensional picture, importantly arranged on the shelves hanging cabinet. You could change the "picture" with a change of

CHORES for CHINA

PHOTOGRAPHS BY MAYNARD



• Formality without stiffness is again achieved in the symmetry collection of Rockingham china arranged on a Regency cabinet. hung on the wall add height to a composition framed by ivy-fille coolers on tall pedestals. Home of Lester Lumley, San Marino,

(Continued on page 164)

It's the "Housewife's Dream"

LOVELY VIRGINIA HOUSE PANELYTE PLASTIC FOR THE WHOLE HOME!



Just imagine having furniture all over the house that can be washed ***sparkling*** clean — that never has to be polished or waxed to retain its gleaming lustre — furniture that can't be hurt by the best cleaner of them all, ***soap and water!***

Virginia House Panelyte Plastic furniture is yours for bedroom, dining room, dinette, living room, den, recreation room — ***for the whole house!*** In many beautiful, ***sing-y*** colors. Sophisticated, functional, comfortable styles fresh from the designing board of Freda Diamond. Truly ***"A Housewife's Dream"*** Sold by leading dealers from coast to coast. ***Write for the name of the Virginia House dealer nearest you.***

PANELYTE®
The Decorative Surface
BEAUTY FIRST — TO LAST

Whenever you see the ***Virginia House*** and ***Panelyte*** trademarks together, depend upon quality and beauty.

Virginia House Panelyte Plastic has the beauty of fine-grained cabinet woods — plus long lasting durability. Cannot be injured by boiling water, alcohol, fruit acids or cosmetics. Resistant even to cigarette burns, scratches and scuffing. And ***so*** easy to keep clean . . . to keep gleaming everlastingly. ***"A Housewife's Dream."***



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Virginia House

MARION, VIRGINIA

ELYTE PLASTIC FURNITURE . . . BEDROOM • DINING ROOM • DINETTE • OCCASIONAL



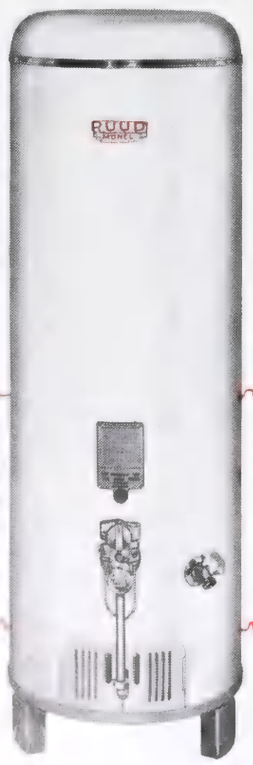


"RUUD-MONEL Speed makes my automatic washer perfect!"

"Since buying my Ruud-Monel automatic Gas water heater I never have to wait for really hot water. Now I get all the convenience my washer was designed to give. Believe me, RUUD-MONEL, and GAS, are the answer to faster, cleaner, automatic laundering."

RUUD-MONEL is fast and modern!

Ruud-Monel, with selective temperatures up to 180°, is especially engineered to keep step with the hot water demands of automatic washers. It enables you to wash load after load at the higher temperatures required by modern home sanitation standards. Your washes not only *look* clean—they *are* clean—*really white, and bacteria free!*



RUUD PRODUCTION is determined by the materials supply—Monel, steel, zinc, copper. Monel, in particular, is short because it is a vital war material. During this period when Ruud water heaters will be made in limited numbers, high manufacturing and performance standards will be rigidly maintained.

OTHER RUUD PRODUCTS

- Galvanized-steel-tank water heaters.
- Commercial and industrial water heaters.
- The Ruudiator House-heating Boiler.

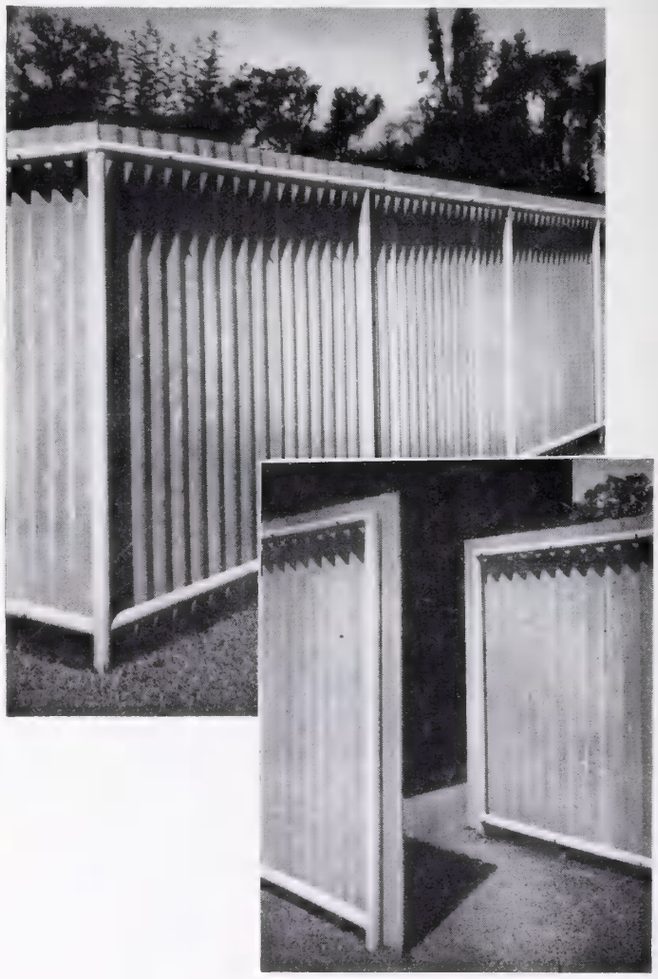
RUUD MANUFACTURING CO., Pittsburgh 1, Pa.



• Here landscape architect Thomas Church has planted dwarf trees and a bed of flowers in front of the traditional owner side of a garden fence. Made of "Transite," a weatherproof, corrugated asbestos board introduces a wonderful shadow pattern. R. H. Schainwald garden.

Provide beauty both sides of the fence

PHOTOGRAPHS BY MAYNARD PARKER



• We used to think the back side of a fence was too unattractive to be seen. Now we realize that modern construction techniques often make this the more interesting side—so frequently we keep the "back" side in our view. Note baffle entrance for privacy without gates.

Your bath can have a floor like this
with WRIGHT RUBBER TILE



But remember **... the only way to get all the beauty, comfort, ease of cleaning and long life of the floor illustrated here is to specify WRIGHT RUBBER TILE**

WRIGHT RUBBER TILE brings a glow of lasting beauty to any room. No other floor covering has the clarity of color, beauty of marbleization and satin-smooth surface of WRIGHT RUBBER TILE.

No other floor covering material gives such a combination of comfort and ease of cleaning. WRIGHT RUBBER TILE cushions your every footstep, yet its dense, non-porous surface repels dirt.

And your floor of WRIGHT RUBBER TILE lasts much longer. It will still be fresh and new-looking long after other materials have been replaced many times.

27 years have proved the superiority of WRIGHT RUBBER TILE

No other floor covering material offers as much in proof of superiority as WRIGHT RUBBER TILE. Twenty-seven years of experience have definitely proved that you can't go wrong when you demand WRIGHT RUBBER TILE.

WRIGHT RUBBER TILE

Floors of Distinction

Wright Manufacturing Co., the oldest and most respected maker of rubber tile floors, manufactures:

WRIGHTEX Soft Rubber Tile

WRIGHTFLOR Hard Surface Rubber Tile

WRIGHT-ON-TOP Compression Cove Base in black and colors.

WRITE FOR FREE SAMPLE!

See and feel **the difference that makes WRIGHT RUBBER TILE the finest of all floor covering materials.**

WRIGHT MANUFACTURING CO.
5210 Post Oak Road, Houston 5, Texas.

Please send me a sample of _____ (color) WRIGHTEX Rubber Tile.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____



1951 HOUSE BEAUTIFUL

"Pacesetter" HOUSE

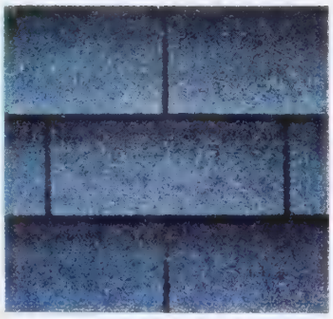
DOBBS FERRY, N. Y.

Julius Gregory, Architect — Robert Chuckrow, Builder

"Pacesetter" House was sponsored by House Beautiful magazine, as a contribution to more satisfying, carefree living. Of Contemporary design, the House perfectly expresses the newest ideas in design, construction, materials and furnishings, developed by foremost exponents of the art of living. A visit to the House, on these pages, highlights many Carey products, used to enhance its charm, livability, convenience and safety. These fine Carey products—and many more—fit splendidly into your building or remodeling plans. Ask your architect or builder to tell you about them!

why these Carey Pacesetting features . . . belong in your

Beautiful Shadow Blends and Lovely Solid Colors



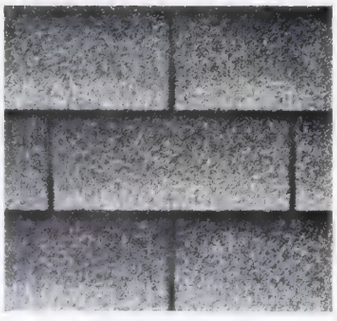
Blue Shadow Blend*



Brown Shadow Blend*



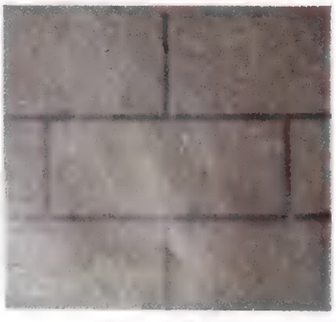
Red Shadow Blend*



Gray Shadow Blend*



Velvet Black



Chocolate Brown



Green Shadow Blend*

A CAREY FIRE-CHEX ROOF . . .

CLASS A

Carey Fire-Chex Shingles are made *extra* thick—contain a new patented asbestos-plastic compound to provide unequalled protection from fire and the elements. Fire-Chex have been awarded the famous Underwriters' Laboratories Inc., honored Class A rating (without asbestos underlayment) for fire-resistance. the only shingle ever to win this high award. Fire-Chex are designed for application in striking new shadow blend roof designs, copyrighted as "works of art." Fire-Chex give any roof massive beauty, charming deep shadow lines. For beauty, protection, and extra-long wear insist on Carey Fire-Chex Shingles.

*Copyright, 1949, The Philip Carey Mfg. Co.



A Pacesetter Carey product gaining in popularity daily — that's Careystone Corrugated asbestos-cement. Takes paint readily. With interesting corrugated pattern, rugged strength and resistance to moisture, rot and vermin, Careystone Corrugated inspires new decorative effects for interior and exterior walls, fences, planting boxes, garden sheds.

Who *wouldn't* be envious of these glamorous, super-roomy Miami-Carey recessed towel cabinets with full-length plate glass mirrors! Sparkling glass shelves and snowy white enamel-on-steel interiors are easy-to-clean, stay fresh and sweet.





plans to build or remodel

For a pleasant, comfortable kitchen—this Miami-Carey ventilating fan! Removes cooking heat, odors, greasy smoke. Whisper-quiet, powerful, dependable. Furnished with handsome chrome-plated grille, easily removable for cleaning. Outside vent opens automatically when fan is on, closes weather-tight when off.



Slick trick! A Miami-Carey recessed cabinet, with full-length plate glass mirror door, in the bathroom! Jiffy storage for medical supplies, soaps, make-up items. Glass shelves. Interior finished in snow-white enamel *baked on* for life and sparkle!





Enjoy Pacesetting comfort in your home!

Install a powerful Miami-Carey attic fan or window ventilator to exhaust hot, sticky air—draw in fresh night-cooled air. The Pacesetter house installation utilizes a standard Miami-Carey attic fan, with smartly designed ceiling louvers. Switch to right of open doorway operates both fan and louvers, which open and close automatically as fan is turned on and off.

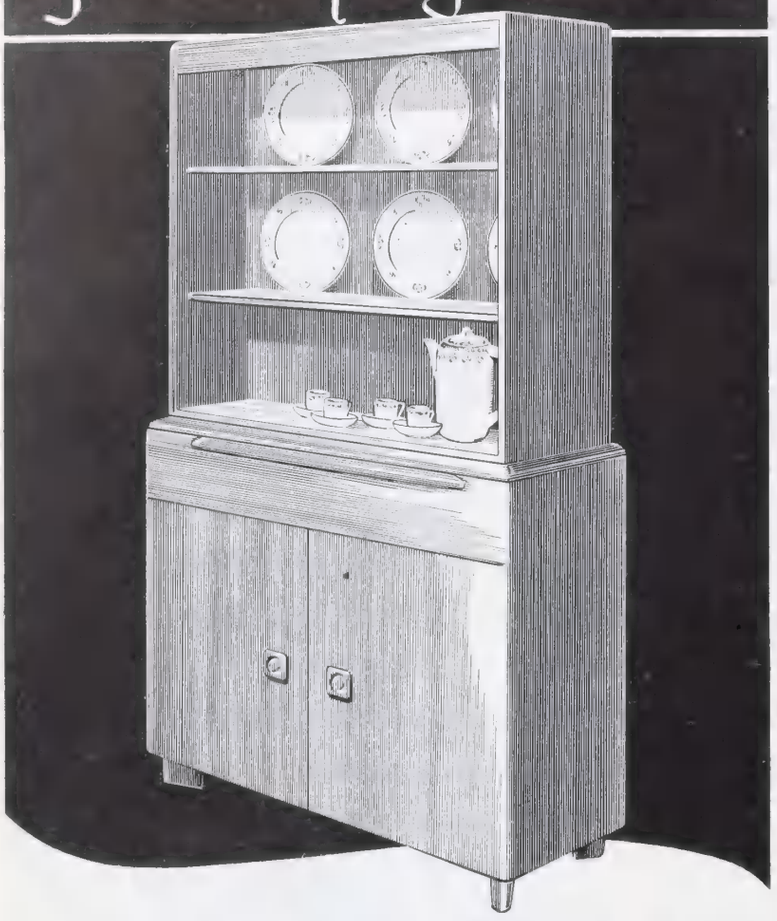
Naturally we couldn't show you the complete array of Carey products for home building, modernization and repair on these pages. Your Carey dealer will gladly show you the complete Carey line. See him soon!

THE PHILIP CAREY MFG. CO.
LOCKLAND, CINCINNATI 15, OHIO

Carey

From The House of Carey — Bathroom Cabinets and Accessories • Fire-Chex Asbestos-Plastic Shingles • Rock Wool Insulation Ceramo Siding • Careystone • Kitchen and Attic Ventilating Fans • Other Famous Products for Home, Farm and Industry

for in-built quality that lasts...



TEMPLE-STUART

relies on MASONITE HARDBOARDS

• Skilled craftsmanship is a father-to-son tradition at Temple-Stuart. This regard for quality is evident in the hutch cabinet shown here, and throughout Temple-Stuart's entire selection of maple dinette furniture, whether of modern or conventional design.

Temple-Stuart uses Masonite Hardboards as a basic material in many of its distinctive offerings. Here is testimony to the quality and durability of these strong and rigid all-wood panels. More than 300 other outstanding furniture manufacturers have selected Masonite Hardboards as an integral part of the furniture they build.

This seal is the sign of in-built quality in fine furniture.

MASONITE CORPORATION

BOX 777, CHICAGO 90, ILLINOIS

"Masonite" signifies that Masonite Corporation is the source of the product

It's Worth MENTIONING

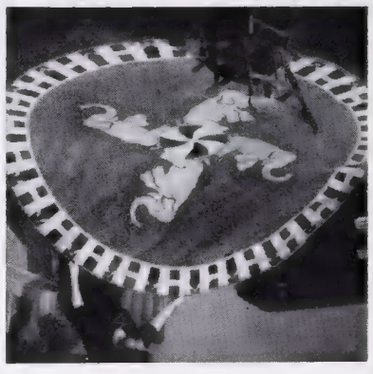
By Julie Polshek



Believe it or not, this lovely glazed-pottery bowl is a wondrous vacuum container. It keeps foods hot or cold for hours; even doubles as an ice bucket. A treasure for outdoor serving and buffet suppers. Yet, eye-wise, Cemar's Thermocel Serving Bowl gives nary a clue to its true identity. Green with chartreuse cover; pink. 1½ or 3-qt.; $10.75, $15.75. Carole Stupell, 507 Madison Ave., New York, N. Y.



No bathroom could ask for more luxurious tub and window décor than Kerk-Guild's Flair pattern curtains. Tapestry-weight Vinylite looks and feels like silk faille, is richly enhanced with panels of sculpture-like Sealtuft. All this, and the last word in serviceability, too. Red, chartreuse, yellow, dusty or candy pink, bud or dark green, aqua, wine, gray. Tub curtain or window curtains, $8.95. Marshall Field, Chicago, Ill.



The smiling elephants that romp around the circus ring of this gay rug have an impish whimsey that charms tots and adults alike. Artful use of the full gamut of primary colors create accents that make the pictorial motifs sing out and fit the delightful English-made wool Axminster to any manner of nursery color décor. The practical textured ground is blue. 7′ 6″ diameter. $75. Edward Fields, 509 Madison Ave., New York, N. Y.



This worthy portable sprinkler system totes to any needed site as easily as an ordinary hose. To set up Sprinklit, you just station the five brass sprayers which are coupled into its 50-foot Koroseal hose to fit the area's need. Each sprayer has its own faucet. Its fine spray is like gentle rain. A wonder for irregular areas, shrubbery, trees, or to cool environs of house. $17.95. Howard Sales Co., New Hyde Park, N. Y.

(Continued on page 72)

Just Married!

...no better newly-wed welcome than a floor of

Fremont Rubber Tile!

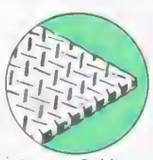
He's glad he waited! A twin triumph with the right girl and a floor of Fremont Rubber Tile — basic beginnings of a beautiful home. The new wife's furnishing job is easier, too, with fade-resistant Fremont Rubber Tile flooring in 17 harmonious colors that go with any room scheme. Whether remodeling or doing a new home, plan for tomorrow with easy-to-clean, durable Fremont Rubber Tile.



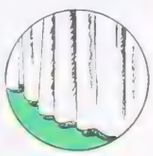
Patterns: 302 (LZA), 001 (EZ)

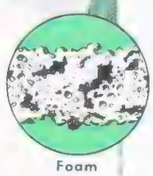
fremont rubber company

313 McPherson Highway, FREMONT, OHIO


Sponge Rubber Rug Cushion


Vinyl Plastic Cove Base


Plastics


Foam Rubber

Enclosed please find 10 cents in coin or stamps to cover handling charges in sending me the following:

☐ Full color brochure ☐ How to plan and install a rubber tile floor

NAME _____

STREET ADDRESS _____

CITY _____ STATE _____



"This Summer will be different... I'll keep 'Country Cool'...at Home!"

"You see we finally learned how the Smiths stay so chipper every heat wave. Never again will I write Mother: 'Jim and I and the kids are simply wrecks from the heat —cross and cranky.'

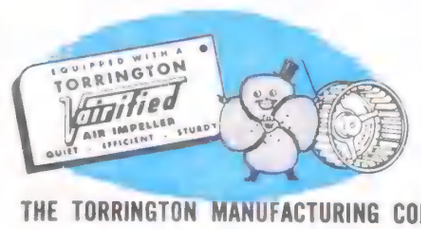
"The Smith's architect explained the secret . . . it's *Moving Air!* He gave us a choice of kitchen, window or attic fans —or a room air conditioner. Showed us a book-full of pictures and facts that sent us shopping the next day, brought us home with a window fan and kitchen ventilator for Jim to install.

"I remember the fun that first week— opening doors and shutting windows, seeing how we could concentrate the breeze in the living-room during the good TV shows, then switch the airflow through the bedrooms.

"The architect tipped us off to this, too: 'Look for that gold Torrington V*air*ified Tag when you buy a fan. It shows that the most important moving part will do its job quietly and efficiently, practically forever.' "



For happier, better living send 10¢ to Box 808H Torrington, Conn., for our 180-page illustrated book on "How to have Comfort from Moving Air"— most complete guide printed!



Look for my Gold Foil Tag when you buy Air Moving Equipment

THE TORRINGTON MANUFACTURING COMPANY • Torrington, Connecticut

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 70



You can use these versatile Mell-Hoffman tables as such, or as lap trays; carry them and unfold them food-laden. Notice, too, the high gallery. Rubber feet under tray enable it to stand on the refrigerator's curved top. The rugged tray tops are laminated plastic over Masonite. Limed oak finish with wine; mottled gray-black; black-yellow. 16" high; top, 15" x 24". Set of 4. $24.95. Hammacher Schlemmer, New York, N. Y.

Laundrynet's triangular, corner-fitting design and dual hamper-vanity role both lend a helping hand in space-shy bathrooms. The drop-front, woven-fiber bin in the base of the wood cabinet holds soiled bath linens; drawer and Formica counter top give toiletries a home. White, chrome-metal trim; black, peach, blue, rose, green, or white top. $21.95. Matching stool, 16" x 22" x 30" high, $7.95. Hengerer's, Buffalo, N. Y.





The drip well of the Gourmet's Carving Board makes sure that nary a drop of meat juice is wasted or spilled. And it's so easy to retrieve the juices for serving. Deep tracks keep them safely in line on their journey to the slide-out aluminum pan. Rubber feet anchor the kiln-dried hardwood board to table without marring. 10" x 16", $6.95; 12" x 19", $8.95. Epicure's Mart, 133 East Putnam Avenue, Greenwich, Conn.

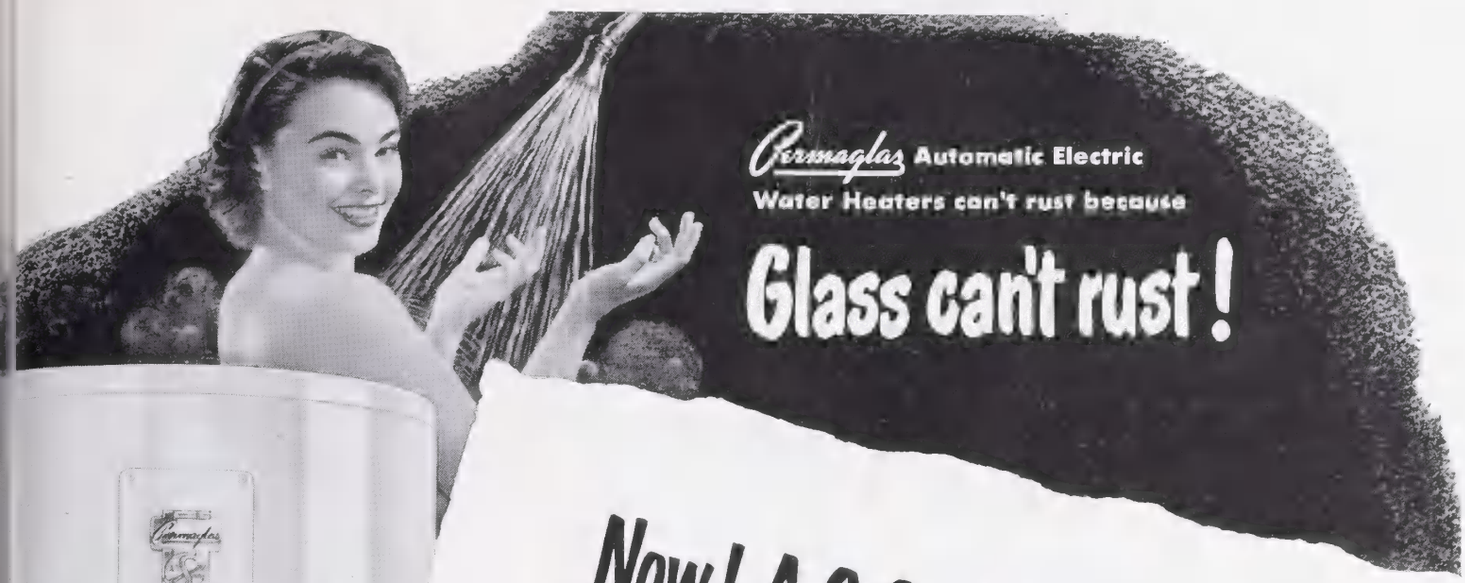
There's been great need for this ingenious Stay-Covered Hinge. It's easily affixed to any garbage can; after that its cover will nevermore stray or be carried off. Opening and closing of the can is facilitated, too. The cover is held at any raised angle you wish. When dropped to the back for garbage-collector's convenience, it holds rigidly to can's side. $2.25. Melaire Co., 420 Lexington Ave., New York.





Nowadays, prognostic guides like Taylor's fine Fish-Finder Thermometer and Fisherman's Barometer (forecasts weather, too) save you a lot of futile fishing. The barometer forewarns you on whether or not the atmospheric pressure is right for good biting. If affirmative, the thermometer leads you to cool water areas that fish like, and to the best casting depth. Barometer $9; thermometer, $1.75. Abercrombie & Fitch, New York, N. Y.

(*Continued on page* 202)



Permaglas Automatic Electric
Water Heaters can't rust because

Glass can't rust!

Now! A.O. Smith Permaglas costs no more than ordinary water heaters!

Here's ONE essential for your home that gives you more value at lower cost! In fact, if you can afford any automatic water heater—*now* you can afford a *Permaglas* with its proved moneysaving features.

Mass production savings passed on to you. More than a million A. O. Smith water heaters have now been installed, many in the finest homes, all over America. Tremendous popularity of *Permaglas* plus mass production economies make possible these *Permaglas* savings for you.

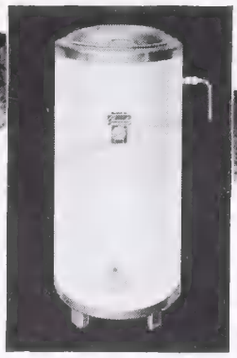
You save when you buy *Permaglas* . . . the finest water heater money can buy. And you'll be money ahead for years to come. Its glass-surfaced steel tank cannot rust *because glass can't rust.**

No need to replace a *Permaglas* every few years; it's made to last. When you install a *Permaglas*, you can look ahead to years of carefree automatic hot water service . . . sparkling-clean, HOT water for every home need . . . lastingly free from unsightly tank rust that ruins laundry, corrosion dirt that stains water and fixtures.

Electric, gas, or LP gas models in sizes and types for every home requirement.

See your A. O. Smith Dealer now!





REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

UL

NEW! PERMAGLAS PORTABLE WATER HEATER

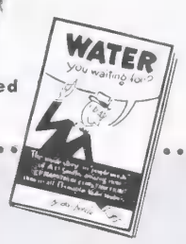
Glass-surfaced steel tank. Tops in sanitation. Ideal for summer homes, cottages, etc. Just plug into any 110v. outlet. U.L. Approved. Provides 125° to 185° hot water. Requires no piping.

*Exclusive *Ceramitron* Construction (Pat. No. 2,267,361) assures positive protection of glass-surfaced steel tanks against attack by all corrosive waters. Check coupon for more information.

A.O.Smith
AUTOMATIC WATER HEATERS

Licensee in Canada: John Inglis Co., Ltd.

FREE! Mail coupon for illustrated booklet by Don Herold.



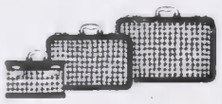
A. O. Smith Corporation, Water Heater Division
Dept. HB-651, Kankakee, Illinois

- ☐ Send, FREE, booklet on *Permaglas* *CERAMITRON* Construction.
- ☐ Send name and address of nearest dealer.
- ☐ Send complete information on *Permaglas* Water Heaters.
- ☐ Send complete information on *Permaglas* Portable.

Name_____

Street_____

City_____ State_____



IN EVERYTHING,

THERE IS ALWAYS ONE FINEST.

IN LUGGAGE IT'S

AMELIA EARHART LUGGAGE.

TO BE PROUD TO OWN IT

IS PARDONABLE PRIDE ...

IT IS YOUR SOUNDEST INVESTMENT

OVER THE YEARS.

THE MAESTRO

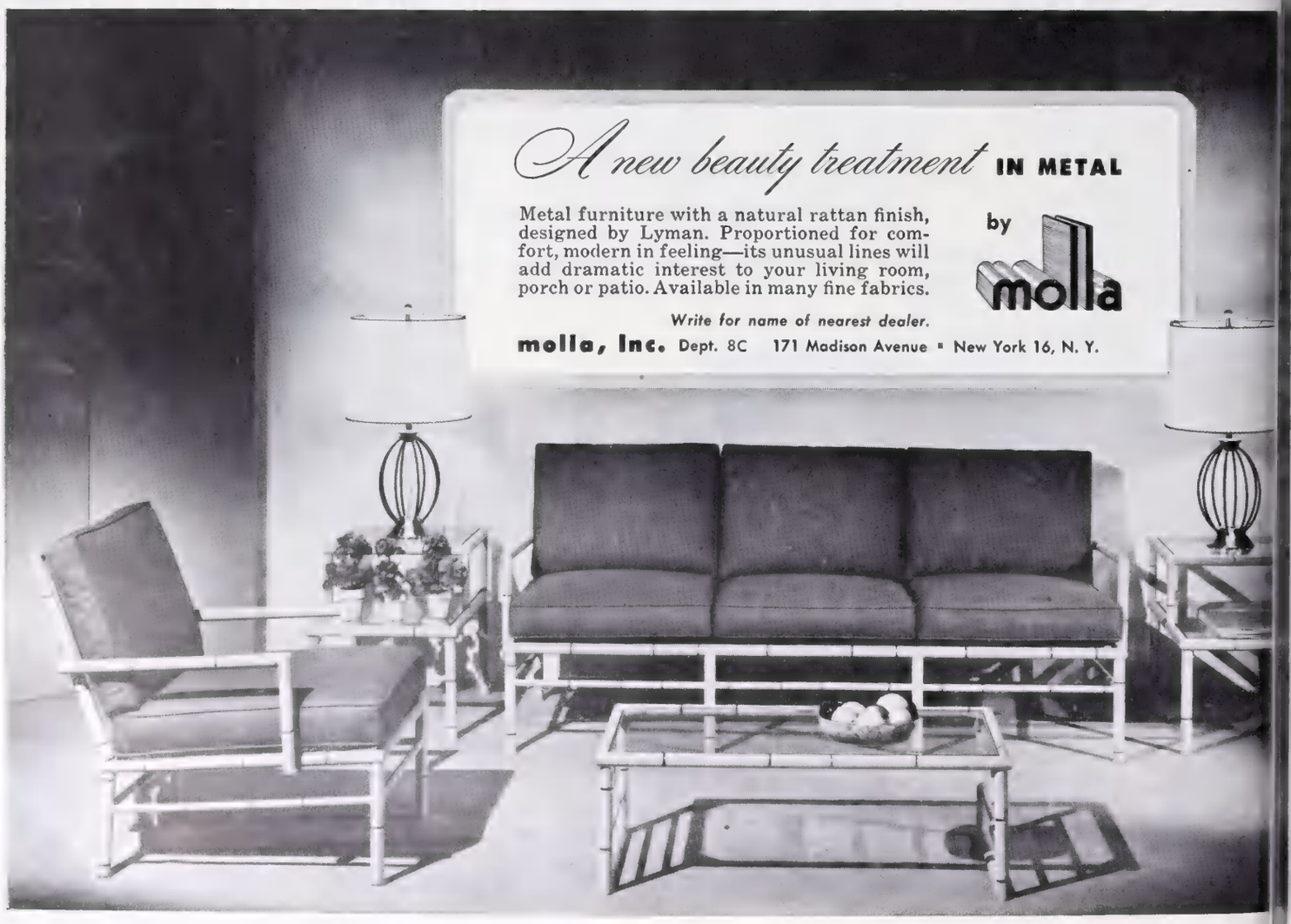
CONTINUED FROM PAGE 8

is a good reporter; he knows how to ask questions and dredge up the facts.

The result is a book which, though it necessarily cannot be definitive and does not attempt to be psychologically probing, is certainly engrossing. The book consists of two sections: Part I, the life; and Part II, a portrait of Toscanini's musical and personal characteristics.

In Part I there is unrolled Toscanini's childhood, his severe and little-loved growing up, and his life as a student. Then follows the story of his debut, the dramatic debut at Rio, when the nineteen-year-old boy jumped in to save a performance of *Aïda*. Mr. Taubman tells this incident, which has become a legend, in full detail and with all the facts assembled for the first time. We then follow Toscanini's career in various opera houses of Italy, first the small ones, then the large ones, first the provinces, then the big cities, and finally to the major opera house of Italy, the august La Scala. Toscanini's apprenticeship is laid out clearly; we see that he did not become "The Maestro" at on as was the talent with w started out. We also see t canini worked like a Troj many second-rate operas prepare and conduct, what of music did he wade thr fore he was allowed to dev self to the music he love chapter called "Premieres" performance of *Bohème* cussed, as well as the firs performance of *Götterdäm* both of which Toscanini c within the space of little m a month.

AFTER the glorious peri Scala came the even mo ous period at the Met Opera, where Toscanini m debut in 1908 conducting *A* a cast which included Em tinn, Louise Homer, Car Scotti. He left the Metrop the spring of 1915. We fo back to Italy, back to L and we greet him once ag he returns to our country the conductor of the N Philharmonic, later as the tor of the NBC. In the m



in the cause of Bay- his opera performances (most of which I heard which were miraculous) ed. and anecdote after bout his work are in- the orderly recital of nents.

d part of the book at- I say, to describe Tos- king methods and to re of Toscanini as a l—very incompletely— this attempt it is only ssful. Devotedly as Mr. ts down the remarks heard Toscanini make s. though he gives in- instance of Tosca- tic musical knowledge. scusses the conductor's po. phrasing. and style. onvey the magic of a erformance. Only the can do that. No mat- scinating to learn even alities and to read how structs an actor in the pretation of the father or how he demon- he orchestra the han- hrase in the *Meister- ude.*" As to the Tos- ory, it is as fabulous music as it is in the each note. accent. and rk of a score. This is an says about that:

nbers faces in the child. a handsome ttentive old man. His s to retain everything. ences but halls. orches- heard. history. litera- y he happened to be t acoustics and he rat- e of the theaters of hat had pleased him. ir physical and acous- es in detail. When he yric Theater in Balti- rehearsal recently. red to show him the dressing room. 'Never mind,' he said. 'I know the way. I conducted here as long ago as 1911. It was *Gioconda.*' With a smile. he added. 'And Taft was President.' " The Boston Symphony entered into the conversation one evening. and he proceeded to name all its conductors since the found- ing of the orchestra in 1880—and in the correct order of their ap- pearance.

"On May 5. 1950. he conducted the 'Eroica' in Pasadena. and ob- served to a friend that it was a good day to play the symphony since it was the anniversary of Napoleon's death. 'How do you know?' his friend asked. Tosca- nini's glance seemed to say that any schoolboy should know that. and then he proceeded to quote from a recent book on Napoleon.

"The Maestro's chauffeur. who listened regularly to a quiz pro- gram on an Italian-language sta- tion in New York. reported to him that a question that had been baf- fling people for days concerned the date of the *première* of an opera in Italy and the people who had been in the cast. As soon as Toscanini heard that the opera was *Christoforo Colombo*, he placed the *première* in 1892 in Genoa and gave the names of all the singers. He remembered it accurately. too."

Mr. Taubman states that *The Maestro* is not an authorized bi- ography: "I do not believe that Arturo Toscanini would ever give aid or comfort. let alone his official blessing. to any writer seeking to do the story of his life . . ." Un- official it is. but fortunately also unofficious. The book avoids senti- mental exaggerations and over- effusive outpourings. Just the same. it is a book written with love. I recommend it to you. Read it if you have ever been moved by a Toscanini concert. It will add to your knowledge of the world's most famous musician. even if it will not solve for you all the riddle of why The Maestro is the maestro.



Any Storm Window Saves Fuel...



but RUSCO COMBINATION WINDOWS do far more!

Insist on RUSCO and enjoy these wonderful added advantages:

A HOUSE THAT'S COOLER IN SUMMER, WARMER IN WINTER! With Rusco Combination Screen and Storm Sash your home will always be more comfortable . . . warmer, cozier, draft-free in winter . . . up to 15 degrees cooler in summer.

A CLEANER, SAFER, WORK-SAVING HOME! Rusco's Lumite safety screens filter out dust and dirt—save housework and cleaning bills. Windows have positive, automatic locking in all open or closed positions—added protection for children and against prowlers. And Rusco windows are permanently installed—you never have to change screens and storm sash.

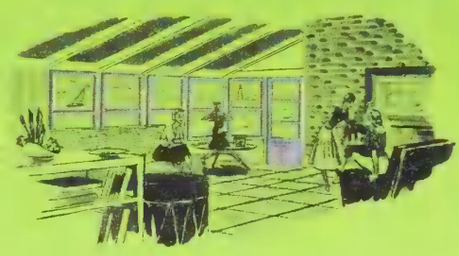
PROTECTION AGAINST SILL DAMAGE, REPAIRS, PAINT DISCOLORATION! Rusco's positive sill drainage feature protects against water accumulation and sill rot. Lumite screens can't rust and discolor sills and siding. You save on repairs and painting.

EXCLUSIVE MAGICPANEL® VENTILATION CONTROL! A simple fingertip adjustment from inside the house gives you rainproof, draft-free, filtered-screen ventilation all year 'round, in every kind of weather.

REDUCTION OF STEAMING, FROSTING, CONDENSATION! Rusco's exclusive scientific breathing action helps prevent windows from steaming, frosting and dripping onto sills and siding. Saves you work, repairs and money.



Before you buy any screen, storm sash or weatherstripping, call your local Rusco Man. He will show you how Rusco Combination Windows not only pay for themselves in fuel savings alone, but also give year 'round comfort, convenience and safety features that no other window can match! Enjoy the best—RUSCO!
They pay for themselves!



Rusco Armco-Metal Porch Enclosures can transform your porch into a year 'round extra room at very little cost.

Approved by Good Housekeeping

RUSCO Combination Screen & Storm Sash

MADE OF ARMCO METAL

• Proved by more than fourteen years experience and over 6,000,000 satisfactory installations. When you buy Rusco, you buy products backed by a written guarantee. There is no substitute for experience and dependability.

Send Coupon for Free Literature

THE F. C. RUSSELL COMPANY • Dept. I-H61 • Cleveland 1, Ohio
World's Largest Manufacturer of Combination Windows

Gentlemen: Please send me illustrated literature on Rusco Combination Windows ☐ Porch Enclosures ☐ and name of nearest distributor.

Name _____

Address _____

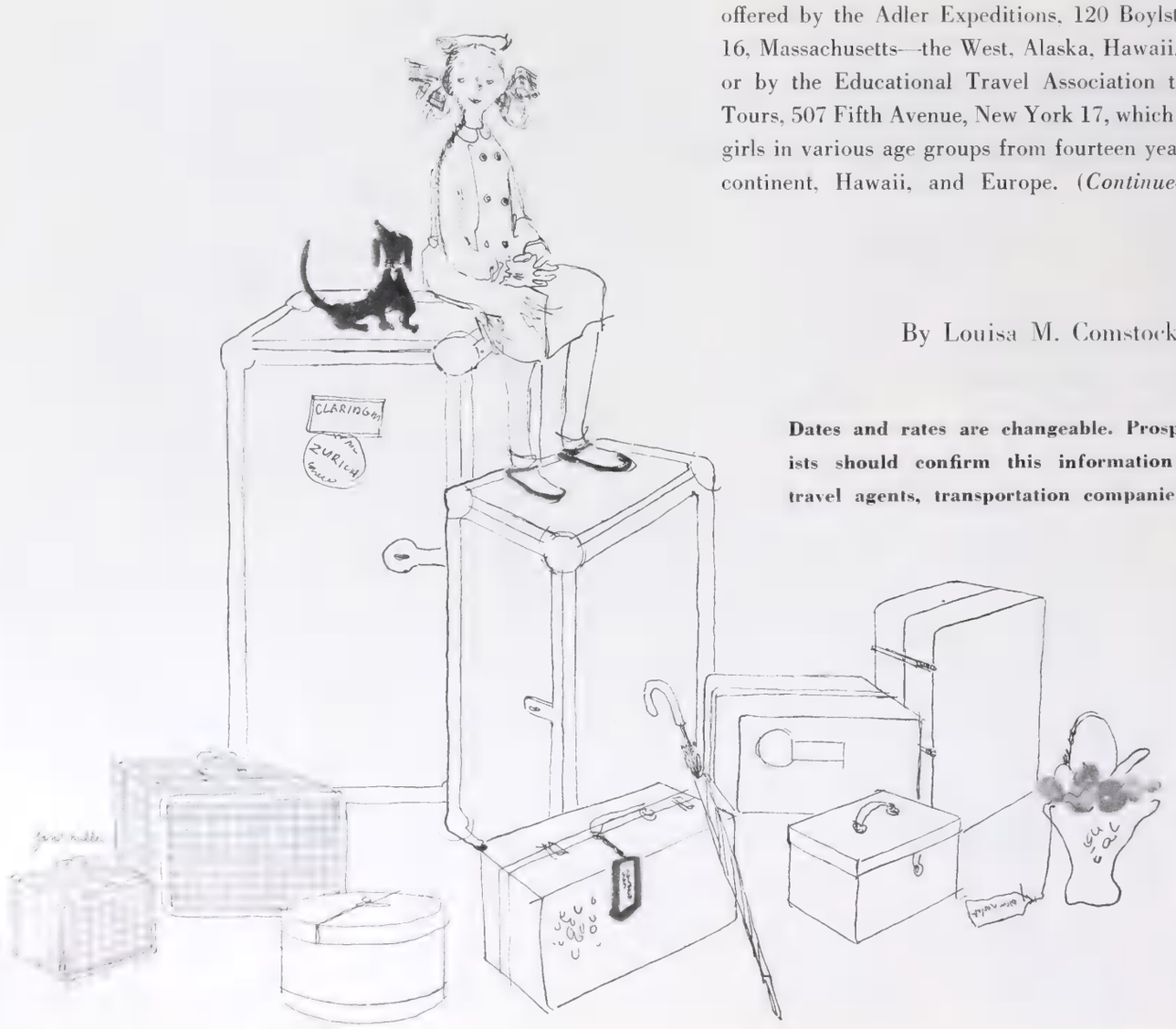
How to leave home and like it

This is the very sort of summer when the change in pa perspective that travel brings is more important to than in normal times. Accordingly, the travel trade ha right ahead with its own plans, among them the usual n of tours here, there, and almost everywhere, adding son variations in the way of facilities, better ways to get there to enjoy when you arrive, even now and then a bargain.

If you can possibly get away now, consider that an ber of places are at their best with the bloom of Jun them. Just one: Nova Scotia's Annapolis Valley, wher June visitors will find a one hundred-mile belt of apple or in full bloom. From June 1 through 4 there'll be appr festivities at Kentville, hub of the Valley, and at nearby Pré, heart of Nova Scotia's Evangeline country. Infor Nova Scotia Information Bureau, 247 Park Ave., New

If school vacation time finds you with no const ideas for the children's summer, ask your travel agent fo Possibilities range from a Colorado dude ranch for your only, to such meticulously supervised teen-age tours a offered by the Adler Expeditions, 120 Boylston Street, 16, Massachusetts—the West, Alaska, Hawaii, Eastern C or by the Educational Travel Association through Co Tours, 507 Fifth Avenue, New York 17, which takes boys girls in various age groups from fourteen years up all o continent, Hawaii, and Europe. (*Continued on page*

By Louisa M. Comstock



Dates and rates are changeable. Prospective tou ists should confirm this information with thei travel agents, transportation companies, or hotel



Pattern-interest begins at floor level . . . with a completely new floor covering, a crowning achievement in cotton, created for today's casual living. At leading stores in most cities.

American Casual

by Karastan

America's finest power-loomed rug

PRODUCT OF FIELDCREST MILLS • KARASTAN • 295 FIFTH AVENUE, NEW YORK, N. Y.





AS IT SAYS ON THE LABEL:

"There is nothing better in the market"

America's Guest Whisky since 1870, famous bonded Old Forester is outstanding for its smoothness and elegance of flavor. No matter where you buy or enjoy it, you can always be sure that it will be of the same fineness and uniformity. Try some today.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF

BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



The Orleans Group . . . inspired by the graceful tracery of old New Orleans grill-work . . . a design that is adaptable for both indoor use or out. Parkerized, as is all Woodard furniture, for rust-protection. See it at your favorite store.

LEE L. WOODARD SONS General offices: Owosso, Michigan

New York • Chicago • Boston • Los Angeles



She Lives in

Cleveland...

She Sleeps in

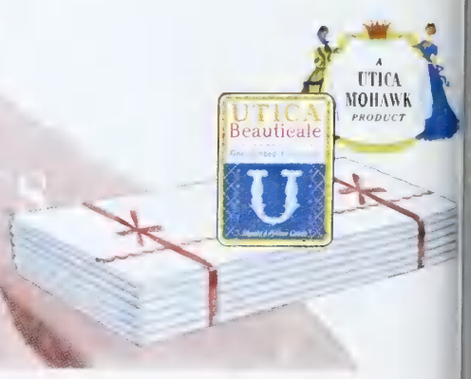
UTICA

■ The Utica Beauticale sheets in this bride's hope chest are fine as her wedding veil, light as her heart, long-lasting as her love. For Beauticale sheets are percales of rare perfection . . . flawlessly woven with over 200 lustrous threads to the inch.

Regardless of price, you can buy nothing finer

Write for your copy of free booklet "Beauty Secrets From Your Linen Closet." The Utica & Mohawk Cotton Mills, Inc., Dept. H-31, 55 Worth Street, New York 13, N. Y.

BRIDAL GOWN BY MURRAY HAMBURGER



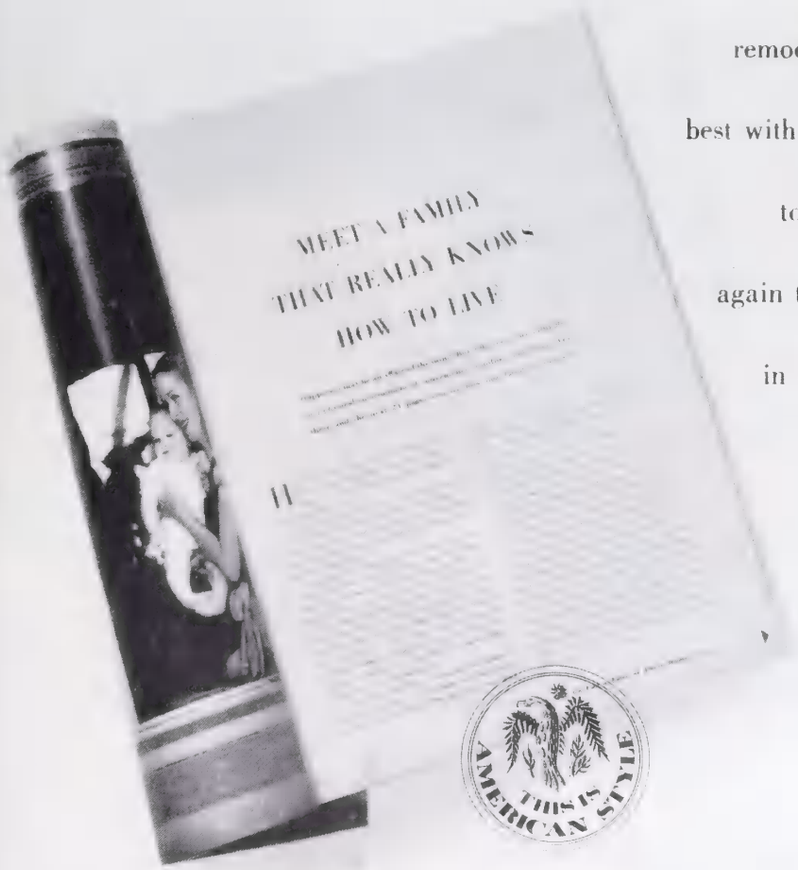
Utica Beauticale Sheets

...Fine Cotton Percale

House Beautiful
JUNE 1951

In America nothing is ever good enough

The spark plug of America is our national conviction that there's always room for improvement. The endless search for something better—and our native facility for creating it—have made us a nation of perpetual remodelers. We are constantly replacing yesterday's best with today's better, and planning to have even better tomorrow. To illustrate, House Beautiful presents again the home of Mr. and Mrs. Cliff May, first shown in our April 1946 issue. At that time, we and the owners considered this the "perfect" house. But see on the next ten pages how five short years and the typically American urge to improve have bettered perfection.



The "Perfect House" that wasn't good enough

Cliff May
Architectural Remodeling



PHOTOGRAPHS BY MAYNARD PARKER



HOW GOOD BECAME BETTER

1946 ←

The bank of windows in the Mays' living room five years ago (left) looked out—but only looked out—on the terrace. The more they enjoyed their terrace, the more impatient the Mays became with this barrier of glass which kept the terrace so near and yet so far from their indoor life. They changed all this with steel-framed sliding glass doors that bring outdoors in (above).



By Marion Gough

To Americans, last year's model is a symbol of stagnation. That's apparent in our annual national urge to turn in the car, in the perpetual yen to get a larger TV or a roomier freezer or to throw out the living-room draperies.

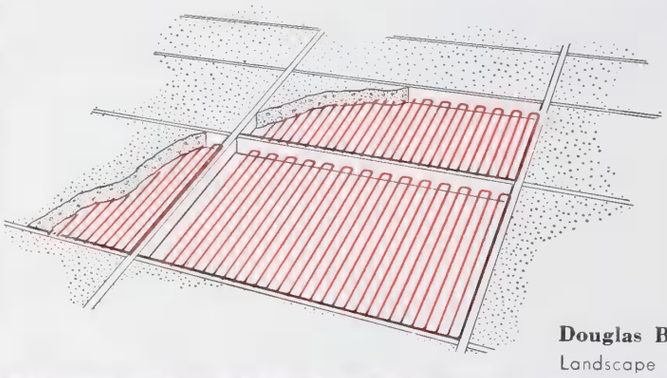
We, on HOUSE BEAUTIFUL, are constantly made aware of this drive for something better by the countless remodeled houses we see and hear about. But we have never encountered a more dramatic example of the *speed* with which the best turns obsolete than in the Los Angeles house of the Cliff Mays. Only five years ago we analyzed this house down to its last light switch and hailed it as a perfect fit for its occupants.

Now the Mays tell us it wasn't good enough. And we have to agree when we see how much more pleasure and comfort and beauty they got into their lives by replacing the best with the better. The evidence appears on these ten pages.

The new heated terrace improved their living 200%



Few evenings in Southern California are warm enough to sit outdoors. The sky is so clear that you quickly chill. So the Mays decided to try radiant heat outdoors. They installed the electric grid system shown below. Cost of heating the terrace —about 25 cents an hour—is offset by the saving in wear and tear on the house, since almost everyone now prefers to stay outdoors. Fire (left) is more psychological than functional.



Douglas Baylis
Landscape architect

PHOTOGRAPHS BY MAYNARD PARKER

1946



1951



The Mays always used this old terrace for a family living room—so much so that they wanted to expand it and use it for entertaining. They provide a new, convenient way (right) to reach it directly from the indoor living room.

Now indoors and outdoors are really one. There is little distinction in the convenience and comfort they offer. Room at right is indoor living room; dining room beyond. Guests just naturally move out to enjoy the sun or stars when wall disappears in pleasant weather.

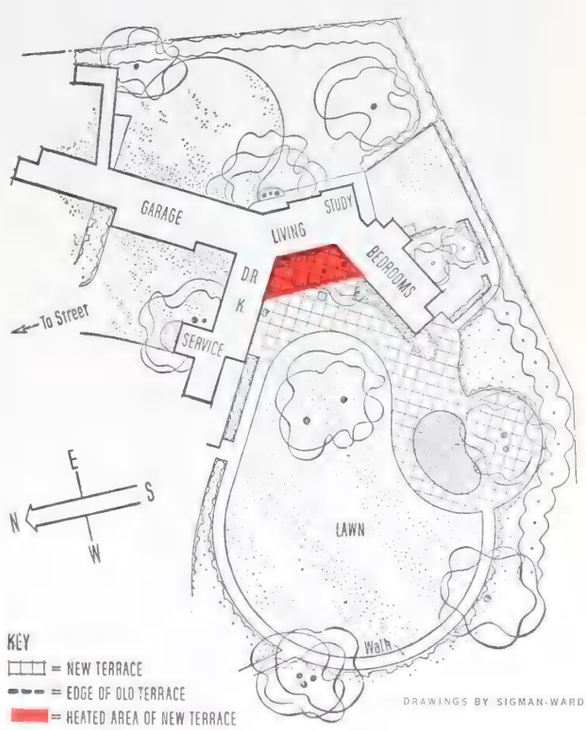
1946 **1951**

PHOTOGRAPHS BY MAYNARD PARKER



Original terrace was small (see plan at right). This is about the same area that is now heated. New terrace is used from breakfast to bedtime. Exposed aggregate concrete in redwood dividers gives handsome texture.

Paved terrace is now in scale with the house and offers ample elbow room for big parties. There is no feeling of sharp demarcation between terrace and space beyond because of skillful use of curving lines that lead the eye out to more big old sycamore trees (see plan below).



DRAWINGS BY SIGMAN-WARD

More about this terrace on page 184



PHOTOGRAPH BY GOPLERUD

The "perfect house" that wasn't good enough (continu

They built better musi

1946

From the start, the old living room (left) was music headquarters for the Mays and their guests. Five years later (below) they've created a superb entertainment room with a concealed sound system. New walnut mantel, Spanish chest, and paintings show their urge to improve decoratively, too.

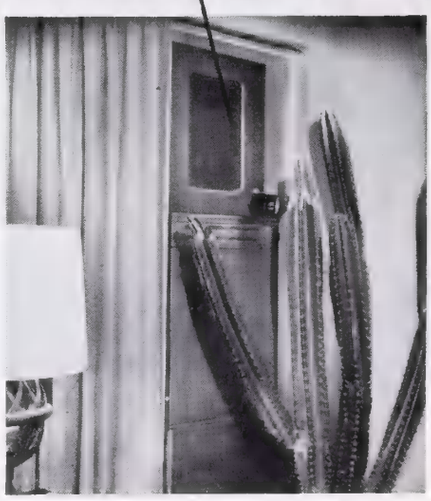
TWO PHOTOGRAPHS BY GEORGE DE GENNARO





1951

Television—a 19-inch Zenith—is compactly installed in the new mantel, in former wood box. Set in at an angle, it's comfortably viewed from both sofas, has a portable "Lazy Bones" tuner, so they don't have to move to change the program. Television, like all the sound-making devices in this room, is tied into the new Altec-Lansing sound system. Speakers are set into wall behind curtain (right). Tuner and amplifier are in bookcase across room. Sound, with realistic tonal quality, seems part of room.



nto the living room



New bookcase-cabinet holds built-in record player (right) and sound system controls. (A recorder is the Mays' next project.) There's a matching bookcase on the other side of doorway. Built-in panel of cold cathode light above doorway is new addition.



PHOTOGRAPHS BY ROBERT C. CLEVELAND

PHOTOGRAPH BY GOPLERUD



The Altec-Lansing sound system, consisting of a tuner, an amplifier and treble and bass speakers, is hooked up to the radio (left), record player, television, moving picture sound track, and the Novachord (above). Music and voices come over with an excitingly real quality, with no thin, nasal tones, for treble and bass can be regulated. The Mays say they now get more enjoyment from listening than they ever believed possible. And they enthusiastically point out how obligingly these devices "disappear" from the living room when not in use. The Novachord, Cliff's specialty, has its own auxiliary Leslie speaker. That's the larger cabinet behind the curtain across the room (opposite).

They doubled their dining room

PHOTOGRAPHS BY MAYNARD PARKER



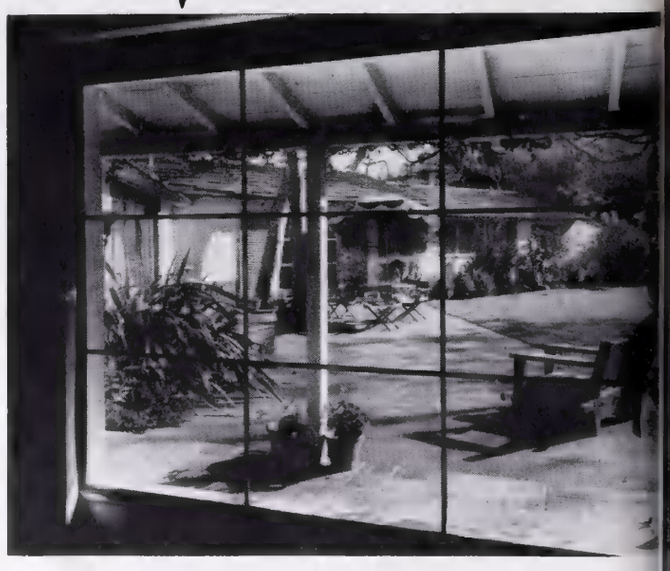
1951

To the left and right, see what happened to the old dining room (below) when the perfection-seeking Mays had lived in their "perfect" house five years. What used to look like a tremendous, light-giving window now looks like a peephole compared with the wide, free openness of their new sliding glass doors. The dining room now seems to flow right onto the expanded terrace (see pages 84-85). Even when they're inside, the Mays and their four youngsters (they've added two since 1946) live outdoors.

1946



The May house is storage-engineered to the nines, but they say there's always room for improvement. Their latest innovation is this wall-filling built-in buffet, tape-measured to hold this room's essentials. Pull is a twisted, sunbleached root—a natural art form.



Glass sliding walls have turned the terrace into an auxiliary and entertaining room. Kitchen door (right) is as convenient t doors as to dining room. Decorative improvements here are han hand-woven draperies and chair fabrics, and a flush ceiling spo





They bettered the best kitchen

Cliff May is a designer and builder of houses. And for the good of his clients he couldn't be better suited to his job. For he has the typical American's impatience with the status quo, but raised to the nth degree. He is on a constant still hunt for something better, whether it's an improved doorknob or a new construction method. No client of his ever has to complain that Cliff doesn't catch on to a new idea. He's usually two jumps ahead of them, because he continually makes it his business to try out new methods, new products, new concepts of living in his own home.

As we have shown you, he has already made obsolete his five-year old house. What is more, he has on his drawing boards this minute big and little projects for further improving his family's life in the future—a swimming pool, a recorder, sliding shelves that will make his sound system controls even easier to manipulate. And we know that the projects won't end there.

There are, of course, people who bemoan the accelerated obsolescence created by our national dissatisfaction with the present. If you are one of these, you might reflect that our restless impatience with the status quo is the very reason why we already have so many good things to choose from. The perpetual demand for something better keeps our industry going. But no less important, it also keeps our designers, engineers, architects, scientists, and manufacturers on their toes. It keeps creative thinking lively. And, of course, it prevents us, as individuals, from dying on the vine of smugness or apathy or the hideous disease known as resting on your laurels.

We don't have to urge anyone to want something better—everybody *does* want it. But we know that we Americans haven't begun to get into our homes all the advantages that this country's rich store of know-how is already prepared to give us. Too often people who are eager for the best in a new house, new curtains, or whatever—get stung with second-best because they don't know how good the best can be. A pity, because you've just seen the short life of the perfect. You can't aim too high.

1946 ——►

— 1951

he old kitchen (right) might look retty fine to lots of people. But didn't come up to the Mays' andards—not when they knew it as possible to make it more uni- d and easier to keep. So they re- laced the old range and refrigera- r with a sleek, tile-topped unit pposite), the same height as tchen counters. Built into this are Thermador range and two ovens, ith exhaust fan concealed in binet, a refrigerator, and six awers.

LOR PHOTOGRAPH BY MAYNARD PARKER



Is there an American Style in Art?

Americans ask direct questions. We expect direct answers. We're inclined to distrust the reply which splits hairs. But there is no simple answer to the question of whether there is an American Style in the fine arts comparable to what exists, as HOUSE BEAUTIFUL has previously made clear, in our architecture, our gardens, our furniture, and all our minor arts. For the answer is both Yes *and* No.

There is no American Style in the sense that there is no one method of painting characteristic of all, or even of most of our artists. On the contrary, they work in many styles, ranging from pleasant, conventional, realistically painted landscapes to complex arrangements of squares, circles, and triangles which look as if they might have been lifted from Junior's geometry book.

There is room in America for all kinds of art, just as there is room for all kinds of people.

Furthermore, none of these different painting styles is uniquely or exclusively American. With but one exception, all have their counterparts in the work of artists painting in other parts of the world. The one exception is the more extreme form of abstraction which is outlawed in Soviet Russia (as it was in Nazi Germany). Since such pictures do not tell a story and are not immediately understandable to all who see them, they cannot possibly serve as vehicles for government propaganda. Consequently they are banned as having no function or justification in "the new society."

COURTESY, THE BROOKLYN MUSEUM



"Incantation" by Charles Sheeler

Reflects inspiration derived from machinery, technological progress.

COURTESY, PENNSYLVANIA ACADEMY OF FINE ARTS



"Young America" by Andrew Wyeth

Illustrates sense of aloneness which penetrates even realistic painting.

By Emily Genauer

Art critic, *New York Herald Tribune*

Art is—and always has been—an international language. deas and trends need neither passports nor visas to cross ational borders. As long ago as the Renaissance, despite the reat difficulties of travel and communication, internationalsm already flourished in art. Modern methods of communicaon have developed it to a degree never previously possible.

No sooner is a new trend hatched in the studios of Paris. ıan photographs and descriptive dissertations appear in art ournals, and paintings demonstrating it turn up in our muums and galleries. When a new picture is completed on the asels of such world-famous figures as Picasso or Matisse, it is hipped here for showing almost immediately or photographed ı color for our magazines. Add to our accelerated methods of ommunication America's hybrid roots and the many nationlities and cultural backgrounds which are fused in our artists s they are in all of us, and it is easy to understand why merican art cannot be anything but international.

But, as I have already said, one can also truthfully answer es to the question: Is there an American Style in Art? For hile American artists speak the international language of rt, they speak it with an unmistakable American accent. here is an almost indefinable quality which makes an Ameriın picture, whatever its style, stand out from works by artists f other nationalities as surely as an American girl stands ut from her European sisters. You may see her on the boulerds of Paris. She may even be wearing Paris clothes. But there is no missing her carriage, her step, her general air.

In art that quality is very difficult to analyze. But it doesn't take the professional eye of a critic, museum director, or artist to spot it. Anyone at all, who has looked at enough pictures by enough living artists over a long enough period, can almost inevitably recognize an American picture in whatever company he finds it.

What are some of the world trends in contemporary art which our own artists, regardless of the part of the country in which they work, also demonstrate? Let us look at a few of the many kinds of art that have taken root here, examples of which are to be found sharing exhibition space in museums, galleries, schools, and county fairs from Boston to San Diego.

Today the most provocative and by its very nature the most clamorous kind of contemporary art is abstract painting. Eavesdropping on the conversation of museum visitors proves that it is the kind of art most people have the greatest difficulty accepting, understanding, and/or enjoying. But large-scale national survey exhibitions such as that presented by New York's impartial and conservative Metropolitan Museum of Art last winter, under the title "American Painting Today —1950," makes it very clear that a considerable percentage of our artists all over America are painting abstractions.

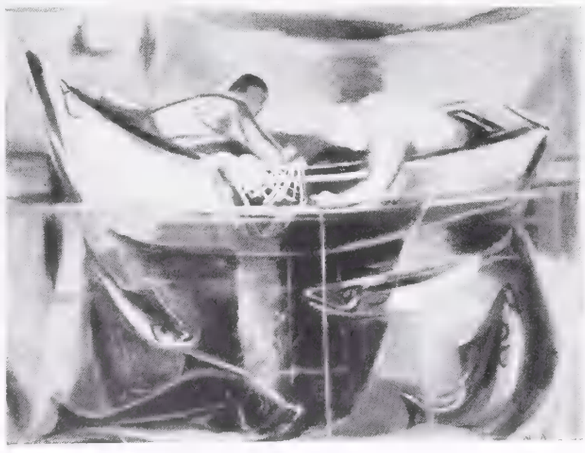
Abstraction, of course, had its beginnings in Europe late in the Nineteenth Century when the invention of the camera left many artists wondering whether (*Continued on page* 161)



COURTESY, METROPOLITAN MUSEUM OF ART

"Cranes" by Arthur Osver

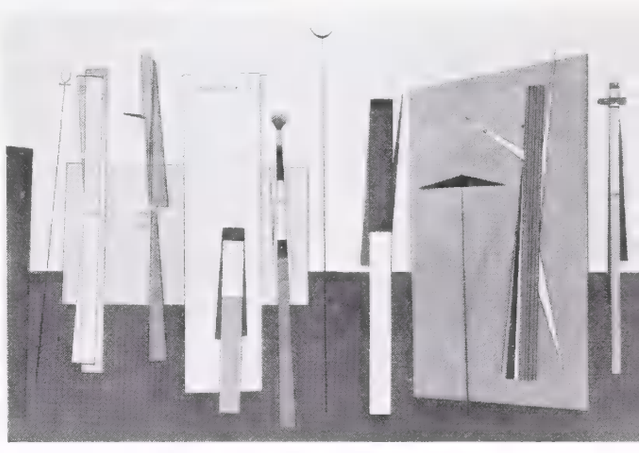
ssentially romantic painting spired by machinery forms.



COURTESY, METROPOLITAN MUSEUM OF ART

"Fishermen" by Otis Dozier

Expressionistic painting often heightens reality by distortion.



COURTESY, METROPOLITAN MUSEUM OF ART

"Night of the Ritual" by Salemme

Example of pure abstraction done with machine-age simplicity.

by Mary Roche

There's increasing evidence of

America's Own Style



Since HOUSE BEAUTIFUL first reported the emergence of the American Style, 13 months ago, more and more people have come to understand its spirit and appreciate its appropriateness. It takes many guises, for it has no set formula, no compulsory shapes or ornaments. But the salient traits are always there. Look for them in the new furnishings on these nine pages.

▪ They have simplicity of line which combines beauty with utility. See it in the furniture opposite and on pages 98-99.

▪ They express fitness for purpose and reflect the blessings of modern technology. Many of the newest rugs, for instance, contain new synthetic yarns, have small, inconspicuous patterns like the one opposite which tend to "camouflage" footmarks.

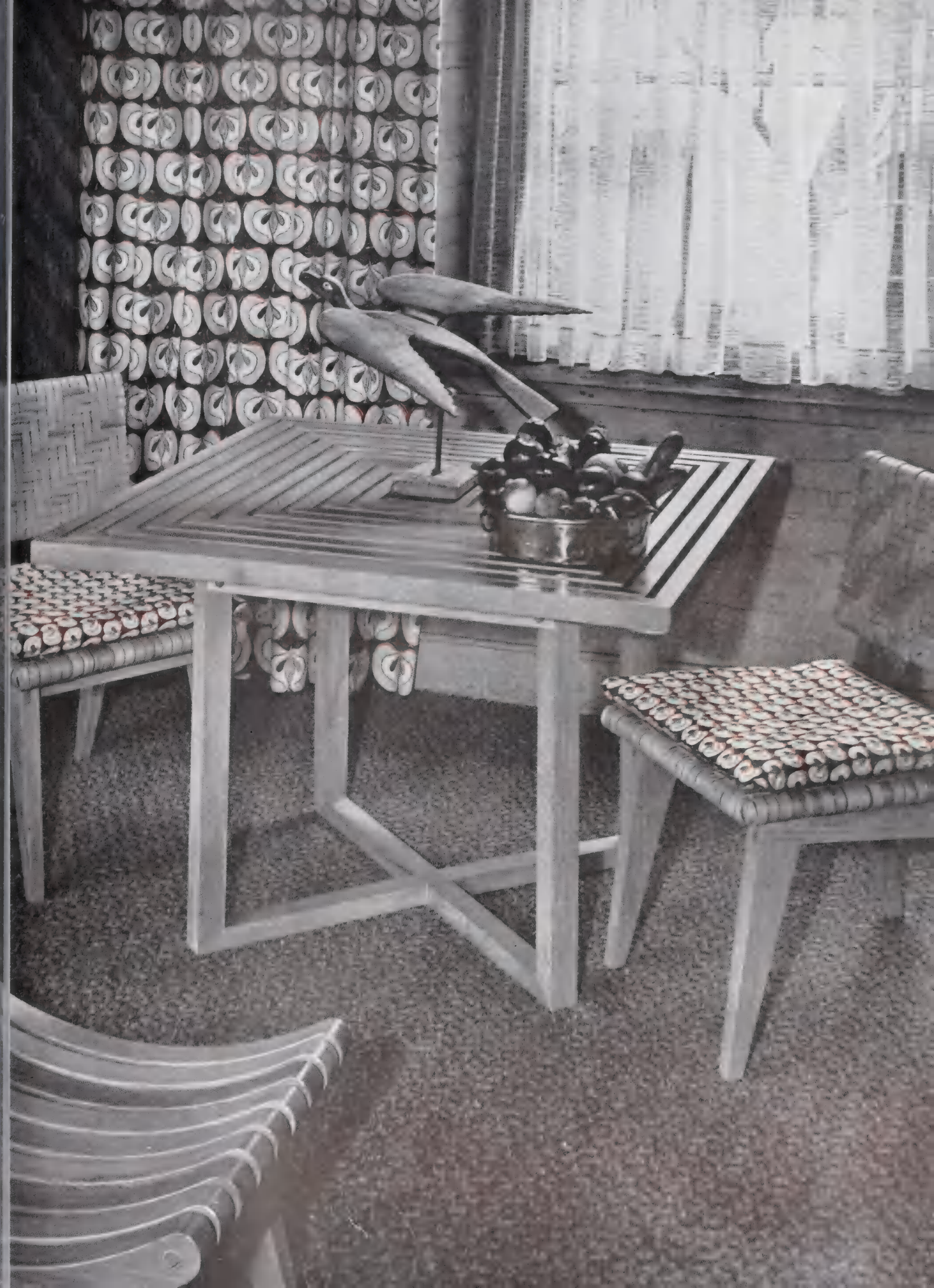
▪ They are modern, but have roots in our American past which make them amenable to mixing with antique accessories. See how the antique wooden bird on the table opposite takes on the lithe quality of modern sculpture.

▪ They are unpretentious and demonstrate our American tendency to "level up" humble, homespun things to a position of quiet elegance. The sleek, slatted bench on the opposite page is made of sectional cuts from wagon wheels.

▪ They reflect the American taste for Naturalism in pattern and texture. Notice the apple print at the left, the texture of chair seats and backs woven of hand-split oak wythes opposite, the foliage patterns in wallpaper on pages 100-101.

You can use this oak furniture, designed by Edward D. Stone, in semi-expo areas, thanks to its stain-and-weather-resistant finish, Fulbright Industr "Big Apple" percale of draperies is echoed in "Little Apple" print, quil for cushions, Cheney Bros. Curtain, Bromley Sales, Inc. Firth's "Cove Wagon Homespun" carpet. Bird, courtesy of Stonypoint Antique Sh

PHOTOGRAPHED BY BI[illegible]ACKSON AT WALDRON A[illegible]



Our newest rugs show

This is how the American Style "levels up." We take simple, necessity-born patterns of early American craftsmen and raise them to high-style stature





PHOTOGRAPHED BY BILL JACKSON AT STERN BROTHERS, NEW YORK

New and old are sisters under the label

There's a natural affinity between the straightforward simplicity of American antique furniture and the casual practicality of Bigelow-Sanford's "Marimba." This is woven of carpet rayon, latest development of American rug makers, which has won good marks for performance after more than 15 years of experiment and tests. Footprints are quickly lost in two-colored loop texture. Synthetic coating on back holds loops in place.

American folk art inspires a pattern

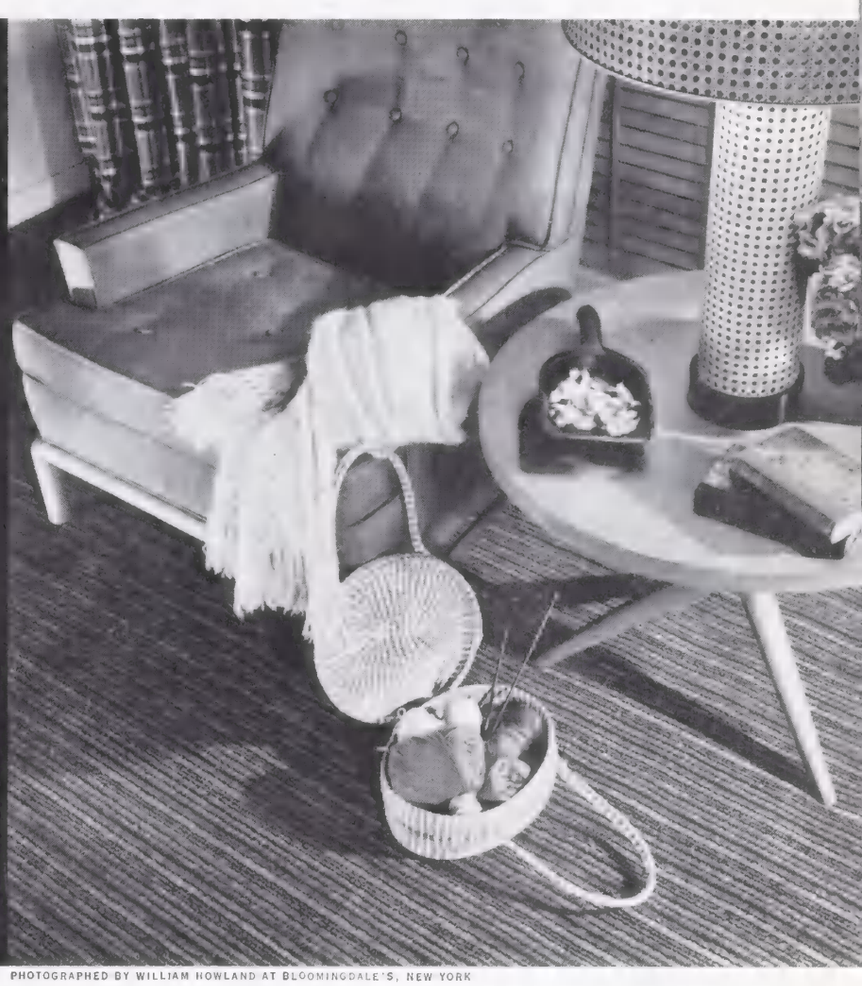
Straight-lined contemporary furniture in light woods is set off to advantage by a rug with a lighthearted pattern inherited from our endless store of native design. "Salem," from Karastan's "American Casual" group, is woven of cotton on the same kind of loom used for wool. It has a rich texture of high and low pile, is washed and preshrunk so it will lie flat and keep its shape. Furniture from Drexel's "Inspiration Group."

their Homespun heritage

By Sara Little



PHOTOGRAPHED BY BILL JACKSON AT STERN BROTHERS, NEW YORK



PHOTOGRAPHED BY WILLIAM HOWLAND AT BLOOMINGDALE'S, NEW YORK

A modest material achieves great richness

Today's cotton carpeting is elegant enough for the best room in your house. New weaving techniques give it luxurious texture; colors are rich as the rainbow. See how the shadowy two-tone plaid pattern of Cabin Crafts' "Tucson" creates an effect of three-dimensional depth. It is slow to show soil, but small sizes can be whisked clean in your automatic washer. Drexel's "Inspiration Group" furniture.

Modern technique revives a sound idea ·

Our great-great grandmothers well knew the practicality and economy of multi-colored rugs hooked or braided from hoarded strips of bright woolens. This bit of native common sense gave the cue for Lees's "Early Settler." It's all wool, woven in random, narrow stripes of agreeably blended colors. You can play up one color this season, work it into a different scheme next year. Widdicomb table and chair.

More about our newest rugs on page 180

Modern gets more human all the time



Americans like Modern furniture, but it's our own Modern, never cold, foreign or austere. It must be reminiscent of the past, have a warm and *familiar* look



1

1 This new collection of Statton furniture, designed by Russel Wright, does have that familiar quality—honest, friendly lines, warm-toned wood. Is it functional? Look at this table on wheels. Porcelain-lined trays slide either way!

2 Here's furniture that truly makes your living easier. You can make this coffee table large or small to fit the occasion, convert it to a bar with a flick of the wrist. Interior is lined with more of the indestructible heat-proof porcelain.

3 Coffee table closed, practical interior out of sight. Americans like furniture that works, but they don't want it to *look* that way. They like carefree fabrics like cotton upholstery on sofa.



2



3

By Frances Heard

There's no doubt about it. Modern is warming up, becoming more livable. Even rugs and drapery fabrics are following this trend. "Easier Living" cotton rug by Artloom conceals soil, with its built-in "spots." At the windows, Golding's "Nostalgia" includes a bit of the past, just enough to make us feel at home.

More information about this room on page 165



"Hollyhocks and Shutters" remind you of old Yankee dooryards. But designer Ilonka Karasz's *trompe l'oeil* interpretation of them—large-scale, freely drawn flowers, as if seen through shutters—simply suggests the old, doesn't copy it. Glass, Cambridge Glass Co. Wallpapers, Katzenbach & Warren, Inc.

ALL PHOTOGRAPHS BY LESLIE GILL

"Seaport," designer Marion Dorn's clear modern view of a New England village, gives a fresh look to a beloved American subject and brings up to date the "scenic," an old wallpaper type usually done in "authentic" tradition. Telescope, courtesy C. W. Lyon. Mariner's knots executed by Ruth Vollmer.



"Lilacs by the Porch" are a subject nostalgically close to many American hearts, and nostalgically is the way Ilonka Karasz designs them. Flowers and balusters appear in simple outline rather than in faithful detail—much as you'd see them in memory. Compote, courtesy of Elinor Merrell.

Wallpapers have a nostalgic newness

THIS IS AMERICAN STYLE

These new wallpapers have a certain aura of familiarity, yet you've never seen any exactly like them. That's typical of the American Style

By Kenneth Young

One of the things the American Style definitely is *not* is a copy of Early American. It is not a copy of anything, for that matter. It is simply the end product, as of this moment in our country's design evolution, of the most lasting influences of our past, but they are expressed in terms of today.

To understand this more clearly, study these six new wallpaper patterns from Katzenbach and Warren. They ring a familiar mental bell the minute you look at them, yet you'd never mistake them for anything other than Modern American. Indeed, Marion Dorn actually took as her inspiration for the four papers that she designed a New England seaport, whales, and whaling vessels—subjects that are almost symbols of America. But she has not copied them. She has seen them, rather, through modern eyes, drawing them with bold cleanness as nostalgic impressions. That is why they look new to *your* modern eye even while they look familiar.

More American Style wallpapers on next page

Wallpapers (continued)



"Trade Winds," like all these three Marion Dorn designs, harks back to America's traditional sea-going symbols, but doesn't reproduce them. This is an *impression* of an early frigate, a modern drawing with familiar overtones. Books, courtesy William Helburn. Whalebone book ends, box and paper cutter, courtesy C. W. Lyons.



"The Whale," simply a line-up of that great creature's silhouette, looks like an abstraction. Typically American Style is the way this modern pattern goes with American antiques. Bank is iron. Scrimshaw piecutter (old mariners used to whittle them in their spare time) and surveying instrument, courtesy of C. W. Lyons.

PHOTOGRAPHS BY LESLIE GILL



"The Whaler" combines both ships and whales, makes a good fourth wall with "The Whale" on the other three. Patterns like these, touched by the past but not chained to it, provide Americans with the familiar warmth they want in modern rooms. Binnacle and globe, courtesy C. W. Lyons. Cigarette box, courtesy Kendall-Smith.



A house that says

MADE IN AMERICA

Marked by the traditional welcoming symbol of the pineapple, this is the door of a house which can tell you more about what Americans value than a stack of sociological treatises. It is unpretentious to the point of plainness. Yet it is truly luxurious—in the American sense that its first rule is the comfort of the people who live here. Only in America can you see such a house as we show on these nine pages



This unpretentious house looks like nothing but itself, although your eye is first caught by such obvious American traditions as wood siding and a pitched roof. With forest on three sides, the fourth side looks out over a sloping glade to a mountain view, which glass walls bring into the living room. The terrace extends around the side of the house. Siding is poplar, stained weathered gray with Cabot's stain. Trim is gray-green. The vegetable garden rubs shoulders with the box-lined lawn and flower garden.

A house that says made in America
(continued)

If, like most modern Americans, you put the comfort of your family and the practical needs of living ahead of superficial appearances, this house is a documentation of everything you believe in. It has integrity—a high-sounding phrase meaning simply that every part of the house does honestly what it was intended to do, and looks it. The very shape of the entrance (page 103) was formed by the need for a closed inner vestibule which prevents wind from chilling the house. This is American Style in wood, stone, and spirit.

It is the home of Mr. and Mrs. Leslie Cheek and their four young children, in Uree, in the Great Smokies region of North Carolina. Mr. Cheek, who is an architect, designed it or, rather, drew up the design dictated by the family's needs, the sloping site, and a magnificent panorama of near-by mountains. (*Continued on page* 106)



Introduction to the place is the corn-crib gate of the driveway, a simple, direct affair of poplar boards and no pretenses. In the spirit of the whole Cheek house, it doesn't intrude itself on the landscape, but lets nature speak first. Walls are native fieldstone.





Before they built their modern farmhouse, the Cheeks studied the old farmhouses in the neighborhood, noted their unpainted boards, rock chimneys, and wood-shingled roofs—all in the American tradition of making the most of materials at hand. Except for wood-simulating asbestos roofing, their house is of the same stuff. See the design kinship between house and barn.



Their own swimming hole is beautiful Lake Lure, accessibly near enough to the house to make swimming and boating casual enjoyments. As automobiles have made more and more Americans acquainted with the open spaces, this is the kind of goal we now set for ourselves—a private piece of nature all our own. This is fast superseding the ownership of a mansion as the great American dream.

A house that says made in America (continued)

The Cheek house is utterly free of prescribed dogma—something the American character rebels against instinctively. It is essentially Modern, uncluttered by idle ornament, and businesslike in the sense that everything has been meticulously planned to do the job or jobs it's supposed to do for the people who live here and the guests under their roof.

But while it is simple, this Modern house doesn't look alien or tortured or austere, because it is an American brand of Modern, warm and human, designed with familiar overtones for people as individuals instead of for anonymous masses.

Indeed, certain elements of this house are timeless traditions in America. Its box-like, balloon-frame construction and the rough stone masonry of its foundation, chimneys, and terraces are architectural traits which have persisted in our building for three centuries.

The Cheeks used them, not out of sentiment, but because they were the best, most straightforward answer to their modern needs. They looked right on the land, their ingredients were easily available, and they were familiar mediums to the local workmen who built the house. The house design called for no skill that wasn't traditional. There was no rounded construction or complicated installation. So far as possible all fixtures like windows and doors were stock woodwork, except for the entrance door.

The result is American Style—the forms of the past bent to fulfill the purposes of the present.





Hospitably planned guest room provides all the creature comforts with a minimum of excess trimmings. It's deliberately small, because country visitors like to be outside, not in their rooms.



Master bedroom-sitting room has one long counter, supported by free-standing chests. It utilizes under-window space, creates dressing table, desk, and bookshelf surfaces in one gesture. Most wall space is sliding window, so trees outside become room's chief decoration.



ALL PHOTOGRAPHS BY RODNEY McCAY MORGAN



They let nature make the impressions, wisely opening up the house with glass so as to miss none of this grandeur. Wide overhangs shunt off rain. Windows needn't be closed. See how these, created by necessity, give the house design interest. Living terrace, oriented to view, extends around two sides of living room (above), seems part of it.

A house that says made in America (continued)



A cork wall fits its purpose. which is more than decorative. Besides providing a good-looking easily kept wall covering, this holds essential maps, charts, and memos in Mr. Cheek's study, which is also farm office and sitting room. A built-in strip of lighting above it makes map reading easier and furnishes general lighting for the room. Tagged keys are hung by hooks on gun closet door. Note that no room in this house serves only one purpose.

PHOTOGRAPHS BY RODNEY MCCAY MORGAN





Hidden performance in furniture always intrigues Americans, but we don't like it to look as tricky as it actually is. You'd never suspect that the cabinets under the bookcase (left) hide filing troughs on their doors and a typewriter on a hinged platform that swings up precisely to the desk in comfortable working position (above). Desk is a pair of stock wood chests, painted gray, knobs left natural, topped with an oak plywood panel.

This room says a lot about our American attitude toward possessions—specifically, that we refuse to be slaves to them. Furnishings, many bought by mail, are tougher than they look, patterned or textured to take constant use without posing maintenance problems. Freedom from care was practically built into the house, in flush plywood doors, rough stone, and the simplest of wood trim.



Outdoor living is everyday living here. The Cheeks can eat, lounge, read, entertain, and just live in constant company with the hemlock-banked stream which runs through their property just below this terrace. That's high living in any American's book. Featherweight, nylon-strapped aluminum chairs by Troy can take mountain showers without pampering, and are easy to move about with the sun.



Guest-sitting room is fast becoming a tradition. Here beds roll into slotted wall, become sofa width.

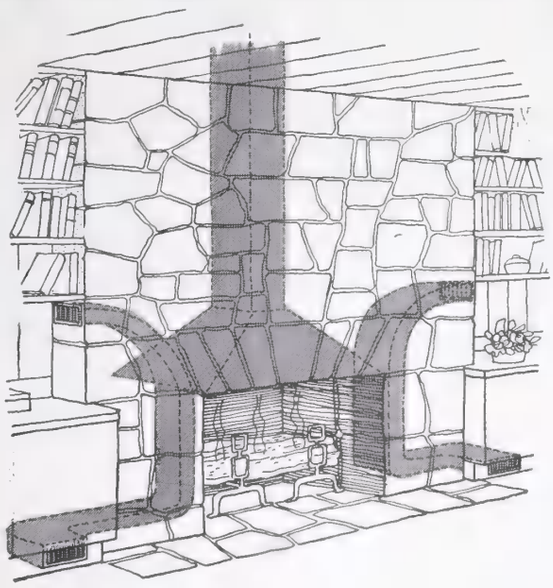
A house that says Made in America (continued)



Walls are windows wherever feasible. Curtains can disappear into niches or cover wall (lower opposite). Windows are Andersen's horizontally sliding sash. Beds are made up, slipcovered. Chests hold pillows, guests' clothes, radio, phonograph, and records.

ALL PHOTOGRAPHS BY RODNEY MORGAN

Natural materials like stone and pine paneling are a beloved American tradition, mixed amiably here with such modernities as the tables and chairs and a sound-deadening Celotex ceiling. Fireplace is no sentimental throwback, but a necessity, given up-to-date efficiency by a built-in heat-circulating device. Sketch shows how the Heatilator picks up cool air through intakes (recessed beneath cabinets) at floor level, warms it, then channels it out into room through vents in chimney sides. Intakes are concealed under cabinets.





A private terrace off the guest-sitting room is practically part of the room itself. To the nature-loving American, such easy intimacy between indoors and out spells more luxury than a set of gold plates.

For more about this American Style house, see page 141

Naturalistic needn't mean Rustic

Don't think the colors and textures of wood, brick, and untamed foliage always spell country ruggedness. See what elegance they give this house

By Laura Tanner

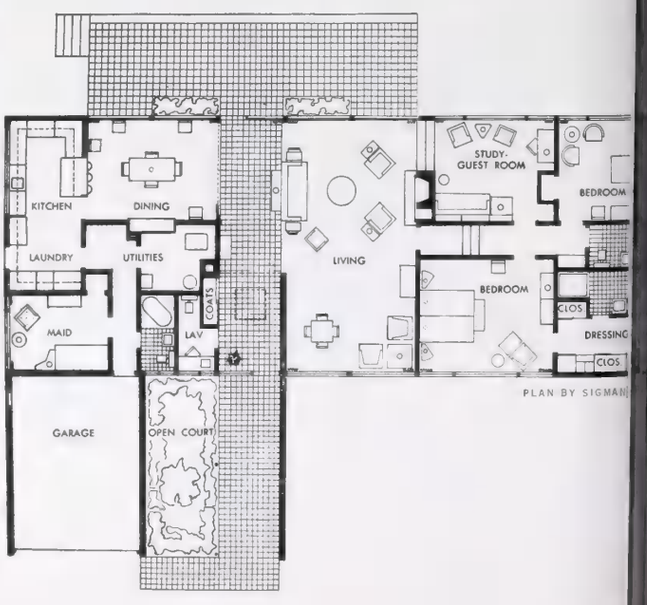


Nothing rustic here! But natural brick paves traffic way that starts outdoors as covered walk, becomes indoor hall, ends up as terrace. See how the outside brick wall continues inside to create an entrance foyer.



Natural vegetation is actually part of design of house itself. Covered forecourt, which joins garage to main entrance, has hole cut in roof to allow tree to grow unimpeded. Brick wall extends into house. (See above.)

See how the house, painted driftwood gray, settles into landscape. It is framed by foliage of thickly wooded ravine at back of lot. Plan below shows how brick walk (crossed lines) marks off rooms not separated by walls.



PLAN BY SIGMAN



Naturalistic needn't mean Rustic
(continued)



Naturalism includes emphasis on texture. Right wall is fir plywood, sandblasted to bring out grain, stained dark brown, glazed with white. Texture of other wall was achieved by application of fishnet, coated with plaster before painting.



Since there are no fixed walls separating living areas, you can stand in dining room, look across hallway and living room to textured plywood wall at far end of library.

A steep, heavily wooded ravine at back of lot makes decorative background for main living areas. Fifty-six feet of uninterrupted glass open up the house visually, give spacious feeling of outdoor pavilion.



Natural texture of brick fireplace wall is highlighted by coat of off-white paint. Textured plywood panel (at left of fireplace) is built-in screen which may be closed to insure privacy when library is used as guest room. Colors are nature tones of beige and gray, always harmonious with changing foliage at windows.

ALL PHOTOGRAPHS BY NOWELL WARD & ASSOCIATES

People sometimes think naturalism means rough and rugged. See how smoothly natural materials fit in here. Textured plywood screen operates on ceiling track across opening between library and living room, and folds flat into recessed pocket in outside wall when not in use. Brick work is back of living-room fireplace.



Wachsman Associates, Inc.
Designers

Mr. and Mrs. Joseph Mayer, Jr.
Owners

Recipes are like text books—you study them to learn how to do without them

How to use Recipes

By Jean Harris



The Daily Arts of Good Living

The cook is the darling of today. The farmer produces his miracles for her. Industry showers her with gifts. The gourmet brings her the secrets of good living from all over the world. The nutritionist opens up, for her use, new health frontiers. Yet in spite of all this, much of the food that reaches the table is mediocre in taste, its nutritional value is lowered by cooking and handling. Worse yet, meals aren't fun to produce, as they should be.

What is the matter with the kitchen? Why hasn't the art of cookery kept pace with other developments in the food field? Why do dozens of foodstuffs go to waste because we don't know how to make them appetizing? Why are the potentialities of our new kitchen tools never realized? Why is the cook afraid to go exploring and inventing on her own?

If the kitchen is the backward child of the food industry, the recipe is the backward child of the kitchen. It is true that we have made a great deal of progress. We have achieved accuracy in measurement. Directions have begun to be clearly written, but there are plenty of goals still to be reached. For instance, recipes need to be standardized in terms of the number to be served. If this were done, a lot of our worries about waste and leftovers would disappear. As it is now, you cook a dinner for four (*Continued on page* 145)

5 Types of books which

Cookbooks specializing in one branch of cookery.



Cookbooks on national cuisines giving recipes for native dishes.



To evaluate a recipe ask these 20 questions

1. Does it square with modern knowledge of nutrition, besides producing something pleasant to look at and to taste?

2. Is it in accord with modern cooking processes, such as the low, even cooking of meat?

3. Does it save time and effort, instead of squandering it?

4. Is it geared to the new labor-saving devices, using frozen or processed foods, ready mixes, semi-readies?

5. Are its directions written in terms of the new modern appliances so that you can benefit from owning them?

6. Does it make good use of common food resources—show you how to use your tried-and-true standbys in new and interesting ways?

7. Does it provide new taste thrills, either by using new foodstuffs or new methods of preparing old ones?

8. Does it extend your repertoire of dishes, or does it merely repeat, with only slight variations, things you already know?

9. Is it a standard dish, or merely a watered-down version of one?

10. Is the *quality* of the ingredients made clear? There has been much effort made in the last few years to be accurate about the measurements of the ingredients. But the *quality* (richness and flavor) of the ingredients is just as vital. What good is it to know the recipe calls for a cup of chicken stock, when that stock can be unpalatably pale and watery, or rich and loaded with flavor?

11. Does it combine flavors which enhance each other?

12. Are the cooking processes those which will bring out the flavor or destroy it?

13. Does it provide interesting contrasts of taste and texture as well as different food values?

14. Does it do what you want it to do? Is it designed as an economy dish, a dollar-stretcher, when what you are really interested in is better food?

15. Are its purposes in accord with yours? Was it originated to disguise the flavor of a too-common food, while what you want it to do is just the opposite?

16. Is it designed for food of the same excellence as yours? Are you cooking the best grade of beef by a recipe designed to disguise tainted meat?

17. Is it adapted to the needs of the age group in your family—to their special health requirements or taste preferences?

18. Does the character and over-all taste of the recipe compose well with the tastes in the rest of the menu you are building and with the nutritive requirements?

19. Does it meet some special requirement, such as either a plethora or a shortage of a given food?

20. Is it worthy of consideration in its own right, or does it depend for interest merely on snob appeal?

should be in your kitchen library

Regional cookbooks of typically American sectional recipes.

Dictionaries, encyclopedias, and comprehensive collections of recipes.

Collections of fine recipes from knowledgeable people, reflecting the editors' tastes.



PHOTOGRAPH BY GEORGE LAZARNICK

GELATINE

escalator to cooking freedom

Learn how to ride up on the gelatine escalator and you'll discover how easy it is to dress up commonplace ingredients, and put glamour in the dullest recipes



By Jean Harris

Making a reputation for yourself as a cook should be an easy thing to achieve in this era. You now have so many things to do it with and centuries of accumulated know-how to draw upon. Put these two assets together and you can't help but gain fame and a feeling of accomplishment as a cook.

From the know-how developed by the great cooks of the past, there is one type of cookery that has almost been forgotten—forgotten probably because it has been so terribly misused. You might even say debased. I refer to gelatine cookery, one of the neatest tricks in the whole bag of magic that is known rather grandly as gastronomy.

Gelatine, itself, is tasteless and colorless. Yet, like many people who seem to have nothing to offer, it has made quite a place for itself. In certain situations, negative qualities are the most valuable ones. Gelatine's very lack of taste and color are its great advantages. It gives you a chance to vary the taste, texture and color of almost every other food. In addition, gelatine gives you a means by which formless foods (such as purées, beaten eggs, whipped cream) can be given form. You can use it to combine flavors and/or foods. It is like an adhesive which holds together things which otherwise would not stay together.

Gelatine dishes can appear at every point in a meal: jellied hors d'oeuvres and soups, salads, savory mousses, aspics, and a staggering array of desserts. Gelatines may be jellied liquids, or they may be molded about solids: mixtures of meat, fowl, game, fish, vegetables, or fruit. Starting with a simple base, gelatine enables you to make endless additions and variations. Gelatine is like an escalator which allows you to step up any foodstuff in richness, flavor, or appearance. It is an (*Continued on page* 136)

These are the five basic kinds of gelatine dishes:

1 ***Clear Gelatine***—with a savory flavoring, as in aspics, or sweet flavoring, as in wine or fruit jellies.

2 ***Whips***—with air beaten into the clear basic jelly.

3 ***Sponges and Snows***—with both air and egg whites beaten into the gelatine.

4 ***Spanish Cream, Chaud Froid Sauce, Chiffon Pie Filling,*** and variations of these—custard jellies with eggs as a base and gelatine added.

5 ***Blanc Mange, Mousse, Parfait, Bavarian Cream,*** and variations of these—with a milk or cream base and gelatine added.

COLOR PHOTOGRAPH BY GEORGE LAZARNICK

Tomato and seafood aspic, in gleaming, candlelit company with crystal by Baccarat & Porthault, is a reminder of gelatine's eye-pleasing potentials as festive, grand-manner food. Hurricane shade, Dunbar Glass Corp.



Informal living calls for informal eating

Today we don't think eating in the kitchen is anything to be ashamed of. We design an inviting, hospitable spot for family parties, planned or impromptu.



ALL PHOTOGRAPHS BY MAYNARD PARKER



Serving is simplified to the "nth" degree

One side of central "island" is for serving, with generous counter space, dishes behind sliding glass doors so you can find anything you want in a hurry.

Food preparation is concentrated in one area

On the reverse side of the "island," packaged foods and cooking utensils are stored and foods prepared. Laundry is separated from, yet near, cooking area.





2 BEFORE SHOTS, SCHATEN STUDIOS



You have to change more than the equipment if you want to bring your has-been kitchen truly up-to-date. First step is to change habits of thinking that chain you to the past

Remodeled thinking made over this kitchen

By Charlotte Conway

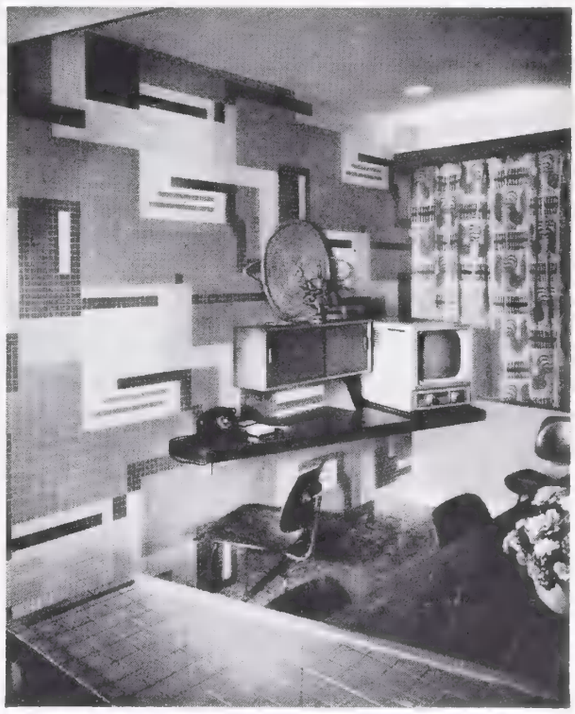
This is the remodeled kitchen in the home of a hospitable family of six whose attitudes toward living are as up-to-date as the mechanical equipment which washes their dishes or neatly eats up the garbage at the flick of a switch.

What is most significant here is this: these remodelers have not only acquired a smooth-functioning workroom, but in the process the kitchen has also become an important center of family activity, as good-looking as any living room.

It shows you what can happen when you free yourself of all the outmoded conventional notions about kitchens—the bromide that "nice" people don't eat in the kitchen, for instance, which is patently untrue, or the equally unrealistic concept of the kitchen as a back-of-the-house area where nothing goes on behind that swinging door but the steamy preparation of food.

This family refused to visualize their remodeled kitchen as the same old room slicked up with new appliances. Instead they realistically analyzed what services a kitchen had to provide to meet their actual living and entertaining requirements as of 1951, and ended up with this handsome room which combines such varied functions as cooking, storage, laundry, flower arranging, dining, and TV viewing. (*Continued on next page*)

Woodie Garber, Industrial Designer
Frederick W. Garber, Architect and Associate
Robert J. Gargrave, Project Architect



One area for eating, relaxing

Because the sitting-room end of the kitchen is a part of it, and not shut off by a partition, the worker here is always a part of the group, can share the conversation and fun while work is in progress.



Dividing peninsula, a useful device

The long divider between kitchen proper and sitting room provides generous work and serving space, holds built-in range top. Ventilator concealed in over-range cabinets draws off odors and steam, prevents them from circulating through house.



Twin ovens at proper working height

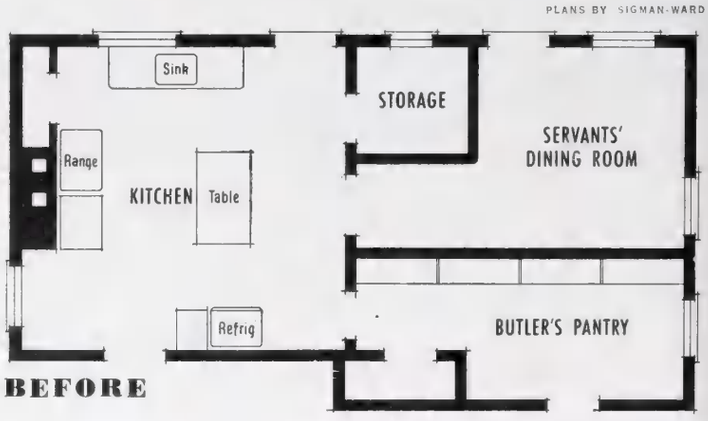
Opposite the range top and at one end of the central island, two ovens, built-in side by side, are at eye level, require no bending. Roasting pans or cake tins, hot out of the ovens, can be put down on facing tile counter without damaging it.

Remodeled thinking made over this kitchen (continued)

If you're not willing to approach a remodeling project with an open mind, you may miss out on advantages that you'd live to regret. This kitchen, for instance, presents the rather revolutionary concept of a center island, something rarely encountered in a private home, but an idea that is frequently used to increase the working efficiency of restaurant kitchens. Here it actually adds four more walls to the room, all put to good use as storage cabinets and working surfaces.

Similarly unconventional, but well worth a second thought, is the idea behind the peninsular partition. This divides the kitchen from a decidedly un-kitchenlike dining-sitting-reading area. It lets light into all parts of the kitchen, keeps the family or guests out of the cook's way (and an especially helpful device if you have youngsters around), yet still within congenial conversation distance. It also provides two additional walls of cupboard space.

PLANS BY SIGMAN-WARD



Sixty years ago kitchens were not "planned"

Originally cut up into virtually four separate rooms and two closets, the "before" kitchen was a maze of doors and passageways. Endless steps were required to prepare a meal, and it was hard to keep track of supplies in hit-or-miss storage.



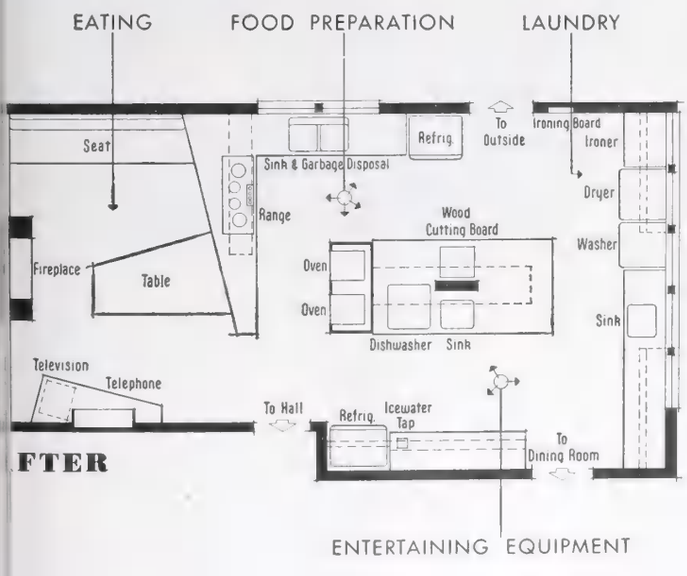
No waste motion here

Halfway between refrigerator and range, a double sink equipped with food-waste disposer permits cleaning and paring vegetables, putting them on the range with a minimum of steps or motions. Ceiling spot-lights give shadowless lighting.



Refuse out of sight

Two removable tilting bins built in under sink counter take care of burnable refuse like paper, small boxes, and of empty cans, jars, and bottles. When full, whole bin can be carried by fold-down handle to the outside for final disposal.



Result of analytical planning

The "after" kitchen is the result of analyzing every kitchen task, allocating a special area to it, and equipping this area with everything needed to do the specialized work involved. Following this procedure requires duplication of some equipment, but in the long view it is worth while in terms of the amount of work it saves. There are three sinks, for instance, but doing without any one of them would jeopardize the accomplishment of any given task. Moreover, having three permits everybody to pitch in and help, and to finish up more rapidly and without confusion or interference.

It takes a sound floor plan, plus well-thought-out details and attractive decoration to modernize an obsolete kitchen. More about it on next page. →

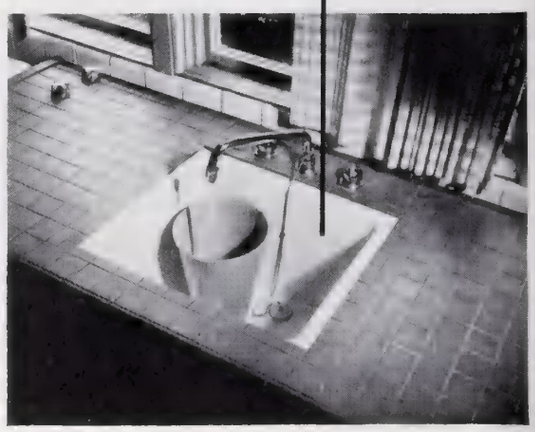
Remodeled thinking made over this kitchen (continued)



Laundering has a place to itself

Because the laundry is part of the kitchen, doing the wash can go on simultaneously with getting meals. But it is kept somewhat apart, so food and clothes will not have to mix. Good counter space provides for sorting before wash is done, for piles of freshly ironed things after it is finished. Cupboards underneath hold all the necessary laundering supplies. A small but deep sink here makes the perfect place for flower arranging. An assortment of containers and holders in cabinets above, and the long counter make for effortless arranging.





Compactness for efficiency

Low, horizontal windows at counter height let in good light, give pleasant glimpses of the out-of-doors, yet do not interfere with the use of plenty of storage cabinets. Ironer pulls out from under counter for use; recess behind narrow door holds ironing board. With equipment arranged as compactly as this, washing clothes is as efficient a process as streamlined production in a factory. In both instances, the aim is to shorten work time, eliminate needless steps and motions, produce a better final result.

Entertaining comes into its own

Since this is a house where there is a great deal of entertaining, its wise owners dedicated one area to this specific purpose. A second refrigerator here assures an adequate supply of ice cubes, plenty of beverage mixes, and the makings of simple canapes. Here, too, there is always room for ice cream, aspic salads, and desserts which otherwise would crowd the main food refrigerator on the other side of the kitchen. Dishes and glasses are together here for easy service to dining room, which is through door at right. Note handiness of counter space.





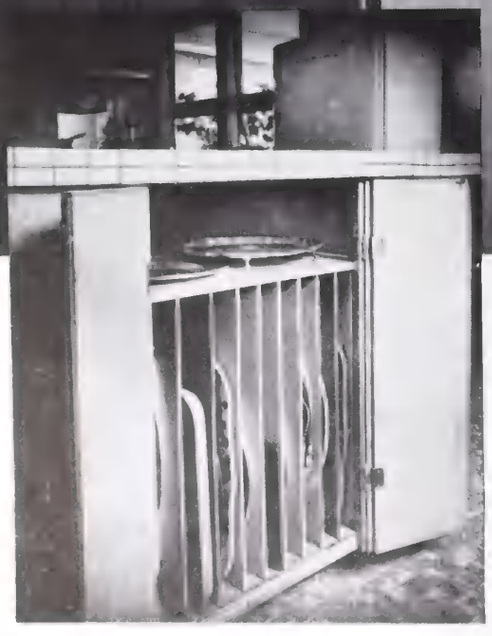
Storage designed for definite purposes

A close-up of the entertaining area shows that nothing has been forgotten: provision has been made even for cases of empty bottles (as well as full ones), well hidden under the counter. Ice water doesn't use up ice cubes required for other purposes; it is piped directly from a water coil within the freezer space to a tap over a tiny drain. It takes conscious and detailed thinking of all activities that go on in a kitchen to devise as complete a plan as this one.

More about this kitchen on the next page

Remodeled thinking made over this kitchen (continued)





1. ***Clean-up made easy***

The side of the center "island" facing the entertaining area (see previous page) is an excellent place to set out plates, silver, food, preparatory to serving. It is equally good when clean-up time arrives. A sink and a dishwasher at this point, close to storage shelves and drawers, make washing dishes and putting them away a short-time chore. Tray file large enough for a good "wardrobe" of trays fills one end of island, expedites serving.



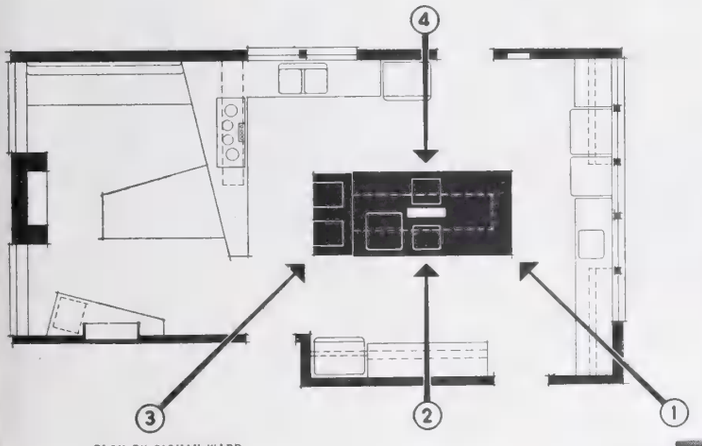
2. ***Flat silver and hollow ware storage***

Besides compartmented drawers for flat silver, right beside dishwasher, a tall cupboard beneath is deftly sized for silver pitchers, platters, candlesticks, and similar hard-to-stack silver hollow ware.



3. ***Pots and pans in full view***

Pull-out rods with hooks spaceable at will keep pots and pans close to range top and ovens. It is one of the cardinal rules of good kitchen planning to keep tools and utensils close to point of use.



PLAN BY SIGMAN-WARD

"Island" diagram shows camera angles

The diagram, left, shows the relation of the "island" to the rest of the kitchen, and explains the directions from which the pictures on these two pages were taken. While the island is constructed as a whole, its drawers, cabinets, and counters each have specific roles to play, and each part, therefore, is engineered individually for its special purpose.



4. ***Food preparation area***

That side of the island facing the main sink and the refrigerator, and just around the corner from range and ovens, is entirely devoted to food storage and preparation. From the inset maple cutting-board counter to pull-out mixer shelf, flour and sugar bins, shallow shelves for canned foods, drawers for cutlery, mixing spoons, high-up shelves for herbs and seasonings, it is complete in one unit.

More about this kitchen on page 176



How to cook with a slightly foreign accent

The first of a series on how to borrow the best from foreign cuisines

By Virginia Stanton, House Beautiful's Party Editor

I've noticed that I eat the most interesting and original party food in the homes of people who have traveled widely. Their cooking and entertaining seem to take on a worldly quality—probably because travel widens the horizon, and shows people all kinds of possibilities they might otherwise overlook. And it is certainly more fun to go to or give a party when neither the food—nor the people—are stereotyped. But even if you're not lucky enough to travel, you can still get some of that sophisticated quality into your food, if you keep your eyes and palate alerted to the dishes of foreign lands.

The real secret in serving foreign food is deciding just *how* foreign to get. Some people are so in a rut about their eating habits that they're confused and bewildered the minute they get off the steak-and-potatoes or chicken-and-peas bandwagons. So you must lead them gently—but not so gently that you bore all your other, more sophisticated guests.

I tried this Mexican summer luncheon party which I can recommend as *not* foreign enough to startle the gastronomically shy. Yet, there's not a home-grown brand of food cliché in it anywhere. The main dish is cooked in the manner of Cuernavaca, which is the Mexican version of the Riviera. That means the dish derives from the French cuisine, but has acquired slight overtones of Mexican flavors through long residence in Cuernavaca.

The other dishes are not so Mexican in their cooking techniques as they are in their ingredients. Yet, you'll have no trouble buying any of these ingredients. Our grocery stores are amazingly international in their offerings, these days. (There are several hundred canned types of Mexican food made and *(Continued on page 134)*



PHOTOGRAPH BY LESLIE GILL

How to Give a Paisano Party

First, plan a menu in the Mexican manner. (Our article gives one.) Then stage-set the luncheon to remind guests of that vivid land of fiesta with red and pink carnations piled in a Mexican hat, straw place mats, sunbaked earthenware, thick bubbled glass, all in strong Latin coloring. Flowers, Colorado Carnations. Sterling silver, Alvin's "Chapel Bells."

COLOR PHOTOGRAPH BY MAYNARD PARKER





WHY *make gardening* *such* HARD WORK?

by Dr. Joseph E. Howland
House Beautiful's Garden Editor

Gardens are like children—fun to have, but a big headache if they get out of hand. Gardens are hard work when any of six things go wrong. These are: the design of the garden, choice of plants, pest control, wind and rain, soil management, and the choice and use of equipment.

First, you must have a realistic garden. Many plans that look exciting on paper produce gardens that are just too much bother to keep up once they are installed. The work of clipping and edging dozens and dozens of little flower beds each week, for example, is bound to make you hate gardening. So will beds so wide you have to "wade" into the flowers to cultivate or spray the center plants.

Before you do another lick of work in your present garden, revamp it to eliminate unnecessary work. Have the proper garden for your interests, climate, and soil. Create a design that permits efficient use of tools, especially power tools. Include a convenient tool storage nearby. Limit yourself on the number of high upkeep flowers, and concentrate them in a show spot. Beware of crowding plants. Crowding encourages blights and pests that would otherwise seldom invade your garden. Keep the flower beds narrow enough so you can spot trouble easily and get (*Continued on page* 198)



DRAWING BY MARGARET GRAHAM

Iris produce armfuls of flowers for little work

Gardening is a lot easier when you choose plants that fend for themselves. Iris are sturdy—not bothered by summer drought or winter cold. Pests are rare in most parts of the country. Iris are so rugged that you can even transplant them with perfect safety when they are in full bloom this month, although July and August is the usual time. Inspect the iris in neighbors' gardens and public parks this month and put in your order for your choices now. Look particularly for the vivid colors of the new iris.

More about how to grow iris on page 197

OR PHOTOGRAPH BY MAYNARD PARKER

night

and

day

It's Cooler in the Suburbs

winter

and

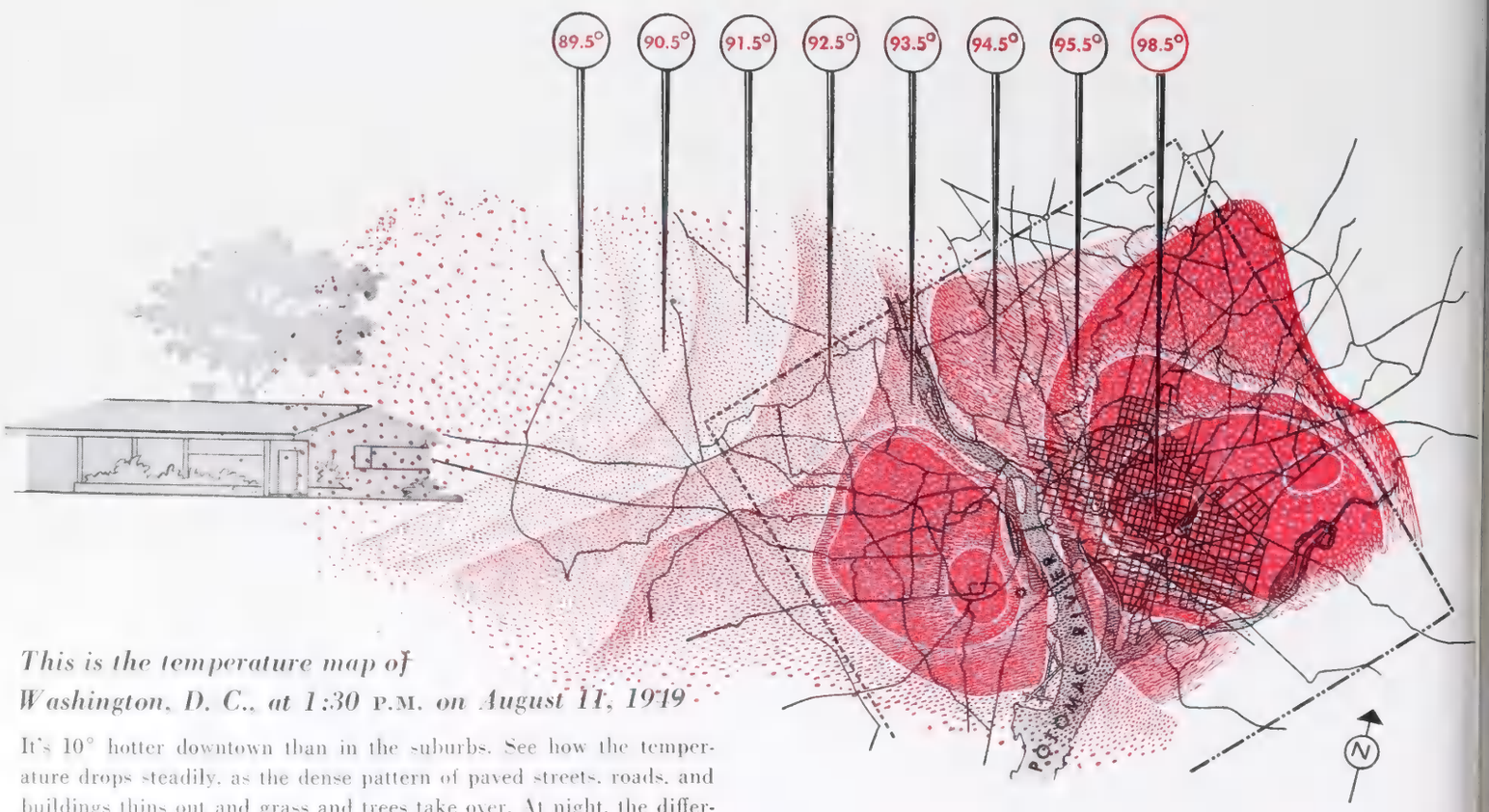
summer

By James M. Fitch

HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

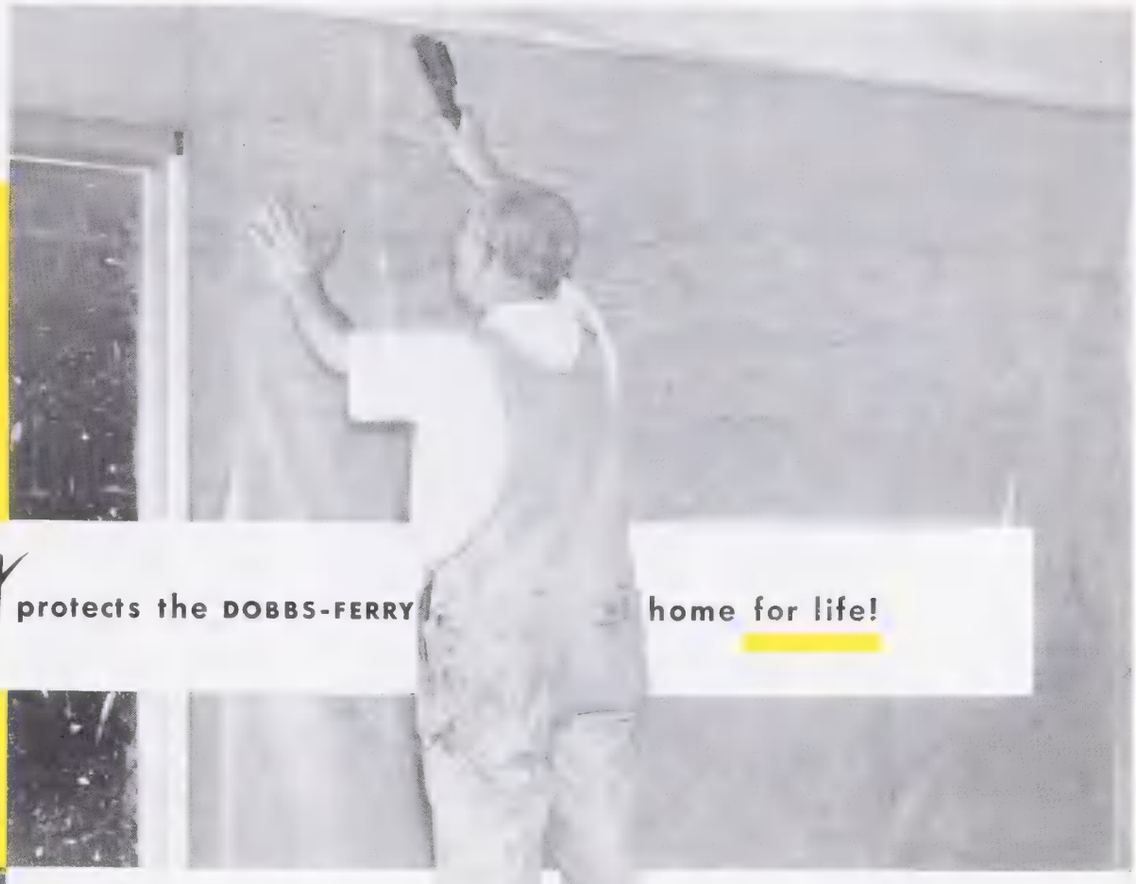
When you move to the suburbs, you move to a cooler climate, no matter where you live. For cities are veritable heat machines. When they're not giving off manufactured heat, they're busy trapping sun heat and re-radiating *that*. Thus city temperatures will average 10°F. warmer, year round, than those of the immediate environs. Local day-to-day variations will, of course, run much higher. So it makes a lot of difference to your comfort and your pocketbook whether your house is in a closely built-up area or out in the open country.

There are two reasons why all cities are hotter, day and night, winter and summer. The first is that they act like a heat sponge. The dead asphalt, brick, and stone of the city absorbs far more of the sun's heat than any vegetation does. What's more, they hold it much longer, slowly reradiating it long after the sun has set. Thus, every time we replace an acre of asphalt, we make the climate of (*Continued on page* 189)



This is the temperature map of Washington, D. C., at 1:30 P.M. *on August 11, 1919*

It's 10° hotter downtown than in the suburbs. See how the temperature drops steadily, as the dense pattern of paved streets, roads, and buildings thins out and grass and trees take over. At night, the difference is even more marked—in this case, suburbs were 13° cooler at 1:30 A.M. This is typical of all towns, year-round.



VisQueen*-X protects the DOBBS-FERRY home for life!



House Beautiful

chooses VISQUEEN-X most effective moisture barrier for thermal insulation . . .

Visking's VISQUEEN-X was *first* plastic film to be designed especially as a moisture barrier . . *to make houses last.*

VISQUEEN-X PREVENTS bubbling, peeling or discoloration of exterior walls due to accumulation of moisture

VISQUEEN-X PREVENTS condensation that discolors, splits and streaks interior walls and plaster

VISQUEEN-X PREVENTS moisture accumulation and ground seepage under concrete slabs of basementless homes

VISQUEEN-X PREVENTS accumulation of moisture in insulation. Water soaked insulation is useless, and is conductor of extreme hot and cold.

1. VISQUEEN-X is easily and quickly stapled to stud wall in House Beautiful Dobbs-Ferry home.

2. VISQUEEN-X is laid in rolls with tubing for radiant heating put directly over it. VISQUEEN-X is extremely durable and tough, will stand much abuse.

3. After radiant heat tubing has been completely laid out, asphalt is shoveled over both the pipes and the VISQUEEN-X.



■ TODAY's tightly built and insulated houses . . . where heavy use of hot and cold water produce unusually high humidities . . . present condensation-control problems. Even low humidity produces a certain amount of condensation. During winter when temperature differences are greatest, this condensation can be costly and damagingly high.

VISQUEEN-X is the solution! For VISQUEEN-X is the *only* thermoplastic film specially designed for the building industry . . . a development of The Visking Corporation, pioneer manufacturers of quality polyethylene film.

In addition to moisture-resistance . . . VISQUEEN-X is chemically inert, unaffected by acids or alkalis, bacteriological action or mold growth. VISQUEEN-X is the *only* polyethylene film both fire-resistant and anti-static. *Nothing else on the market can compare with VISQUEEN-X.*

We regret that, due to military requirements, only samples of VISQUEEN-X for evaluation purposes will be available in the immediate future.

VISQUEEN-X CAN BE USED . . .

• on warm side of top-floor ceilings ▪ in cinder or concrete block construction ▪ in brick wall construction ▪ in poured concrete wall construction • under composition shingles and roofing ▪ around doors and windows ▪ between floors and sub-floors ▪ around and under showers and tubs ▪ to close openings during construction ▪ as an easily handled tarpaulin • under basement floor slabs

a product of

THE VISKING CORPORATION

Preston Division
Terre Haute, Indiana

*T.M., The Visking Corporation.

For Matchless Manhattans!



"It's great when you drink it straight"
(served chilled with lemon peel)

BLUE CHIPS by RENFIELD

RENFIELD IMPORTERS LTD., NEW YORK

HOW TO COOK WITH A SLIGHTLY FOREIGN ACCENT

CONTINUED FROM PAGE 128

sold in America at very reasonable prices. Did you know that?)

You can give your party more atmosphere and style if you make a gesture, decoratively speaking, to the geographical source of your menu. So many stores sell Mexican merchandise, and it is relatively so inexpensive, that you could afford to have your party table set with enough Mexicana to color the whole proceedings. I did it merely by using gay Mexican straw mats, a Mexican hat for a flower centerpiece, and those cheap pottery casseroles as the dishes in which to serve the main course. (The fact that the color of the main course matched the color scheme of the table was no coincidence. I'll have you know.)

I also recommend that you serve Mexican beer—if you possibly can. It is so good, and yet different enough from American beers to focus your guests' attention on the fact that they are attending a Mexican party. Lots of good grocers carry Mexican beer in the summer, and even if yours doesn't, he can probably order a case if you let him know seven to ten days in advance. The best light beer is Carta Blanca and the best dark brand is Dos Equis.

All this was the beginning of my "Paisano Party." "*Pais*" means literally country and "*ano*" is man. So, you see, anyone can have a *Paisano* party, for *paisanos* are your countrymen, neighbors. (Pronounced pie-sah-no.)

Now to the menu. In our locality we have many families of Spanish descent, and they have wonderful family recipes. After collecting some favorites and delving into them, I found that three days of preparation was nothing to contemplate for a bean dish. This threw me. So I hied myself to the grocery to see what my 1001 servants had run up for me in the Spanish food line.

Now for the "Paisano Party." It must be outdoors and at noon. So, after much study and research and some test cooking, I evolved the following menu:

Hors d'oeuvres and Carta Blanca
or Dos Equis beer
Beef tongue with Almonds
à la Cuernavaca
Cornmeal muffins
Garbanzos salad
Aguacate Mexicano
Cookies
Coffee

Get "Pepitos," which are Me
can pumpkin seeds and can
bought nearly everywhere in gl
jars and are wonderful to nib
with beer. And don't forget "P
tos" or "Corn Chips," which
should remember to "crisp" in
oven. As hot hors d'oeuvres, se
chicken tamale-ettes, packed by
male-ette Corp., Gainesville, Te
These are delicious and fun to
(To prepare them, follow di
tions on the can.) Beer is an
cellent drink to serve before sitt
down and all through lunche
One of my favorite cookbo
Charles H. Baker's "Around
World with Knife, Fork
Spoon," gave me the inspiration
the Tongue with Almonds, bu
simplified it to make it less w
All these recipes are for eight.

Beef Tongue with Almond
à la Cuernavaca

1 large fresh beef tongue (or 2
ones)
1 can consommé
4 cans water
1 carrot, cut in pieces
1 celery stalk with leaves
1 medium onion, cut in sections
Several sprigs of parsley
1 clove of garlic

Wash beef tongue well, soa
cold, salted water for an h
drain and rinse.

Add the above ingredients t
tongue and simmer gently t
hours, turning every hour if li
does not cover it. Do not pun
tongue with a fork, but use t
for turning. Put celery leave
top of tongue when cooking.
can all be done the day be
your party if you wish. But
tongue in the liquid in a cov
container and reheat before ser

For the Almonds:

½ cup chopped blanched almonds
1 2-inch stick cinnamon
3 whole cloves
2 tablespoons butter

Heat butter, cinnamon,
cloves. Add chopped almonds
stir constantly until almond
a light golden brown. Put
paper towel to drain. These
be kept in a covered containe
a few days. Leave the cloves
cinnamon in container if you
to store for any length of
Otherwise, discard them.

If you can't buy blanche
monds, don't get in a dither
the unblanched kind anywa
blanch almonds just put the
lukewarm water and bring
boil. Drain immediately an

kins pop off easily. I keep these n a covered container in the re-rigerator for weeks, but they must e thoroughly dried before storing. dry them between two tea towels, etting them stand two hours.

For the Tomato Sauce:

If you are doing the almonds the ame day you are serving the auce, use the same pan that you autéed the almonds in. If you eed a little more fat in this pan, ld a little olive oil.

1 small red or white onion
1 clove garlic
1 can tomato paste (Try to get an alian brand)
6 soda crackers
2 tablespoons guava jelly (to be used e tablespoon at a time in different stages)
½ cup good dry sherry (Pedro Do-ecq's La Ina)
2 cups tongue liquid

Lightly brown the onion and gar- in the butter and oil, add e tablespoon guava jelly. When elted, add the tomato paste and cup sherry. Into the electric ender put the tongue liquid and e crackers, whizz for a minute d add the contents of the frying n and whizz for another minute. ien add the other tablespoon of ava jelly and the remaining ¼ p of sherry, taste, add salt and pper if needed, bring to a bub-ng heat and it is ready to serve. his sauce would be wonderful meat loaf or meat balls and aghetti, or any kind of left-over ef or veal.)

I have found it most successful serve the tongue as follows: Peel the tongue, slice and put on hot platter with a little piping tongue liquid—just enough to ep it moist but not enough to own it. Have the tomato sauce obling in a chafing dish and the opped nuts beside it. Bring all s to the table to serve it. Into hot, hot pottery casseroles put ee or four slices of the tongue, on over the tomato sauce, and sinkle with the almonds. This be served on a buffet table, . In this case slice the tongue l arrange in the casseroles in kitchen, pour over the sauce l keep them warm in a hot oven, il serving time. I have found, ugh, that the sauce has lost a e of its sparkle if it is allowed stand too long, but it is delici-either way.

Cornmeal Muffins

packages Dromedary corn muffin mix ee packages if you want to serve two ns to each guest)

ollow the directions on the kage, except use two eggs per kage. Bake in corn-shaped muf-pans—iron ones are best.

Garbanzos Salad

2 cans garbanzos (Mexican Chick Peas, Old Glory brand, packed by Northwestern Canning Co., Seffner, Florida)
½ cup coarsely chopped celery
¼ cup chopped green onions, lightly sugared
¼ cup parsley

Drain garbanzos, put in frying pan with a zesty salad dressing (See recipe below.) Bring to a bubbling point and stir well. Remove from heat. (This is a little secret I learned about using canned vegetables in a salad.) Add onion and celery and store in a covered container in the refrigerator until ready to use (24 hours storage is best, but 12 hours will be all right, too). The garbanzos are more tasty if the salad dressing covers them. If not, stir once or twice during the storage period. When ready to serve, stir in parsley, spoon out three tablespoons or more on lettuce cups and serve with the tongue. If you can't find "Garbanzos," get Gebhardt's "Mexican Spiced Beans," and treat them the same way after they have been drained of their liquid.

Salad Dressing

1 small clove of garlic
1 level teaspoon sugar
1 level teaspoon salt
¼ teaspoon freshly ground pepper
¼ teaspoon paprika
1½ scant cups olive oil
1 tablespoon sherry (Pedro Domecq's La Ina)
½ cup red wine vinegar

Into your mortar, put the clove of garlic and sugar. Grind to a pulp and add the remaining dry ingredients. Add the vinegar and stir well. Pour this brew into a Pyrex measuring pitcher to simplify measuring oil, and stir in the oil, beating with a fork. Add sherry and put into a bottle, shake well and set aside until ready for use. It is interesting to note that some people will not prepare a dressing until ready to use, while others want their salad dressing aged for several days; they are all good, no matter the age. Convenience and ease of doing the salad should be your thought.

The dessert is really nothing but ice-cold avocado with sugar, sparkled with lime juice. It is delicious to eat and cool-looking—like green whipped cream.

Aguacate Mexicano

6 or 8 avocados, according to size—soft to the touch
Grated coconut (Baker's Moist Southern Style)
6 tablespoons powdered sugar, sifted
6 limes

Mash avocados with a fork, gradually adding sugar and lime juice, alternating them until the

(*Continued on next page*)

A S-M-O-O-O-T-H, *Beautiful* KITCHEN!



Yours IF YOU USE
SMARTLY-STYLED
MENGEL *Wood* CABINETS!

YES, Mengel Deluxe Wood Cabinets make a stellar attraction out of any kitchen. Gone are the old-fashioned bulging lines of paneled doors and drawers . . . unsightly hinges . . . dust-collecting ridges. Instead, you have modern streamlined cabinets which literally flow together to sheathe your kitchen in gleaming white!

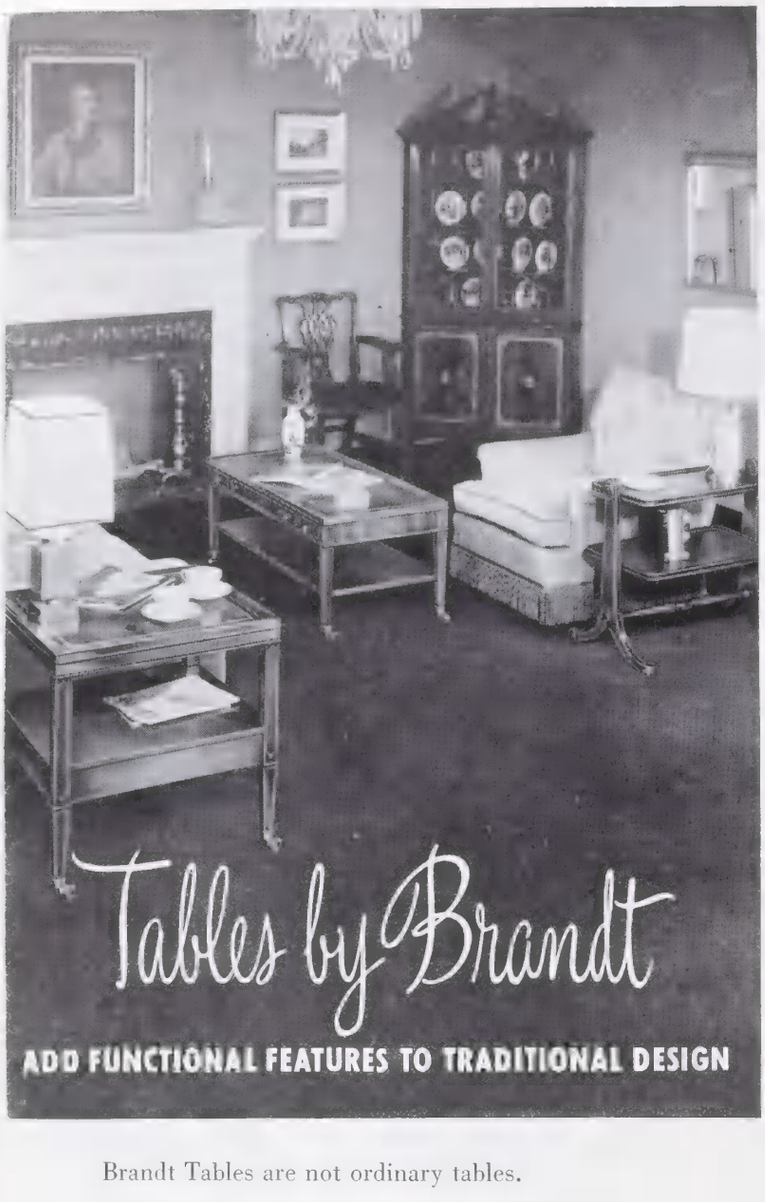
But beauty is only part of the story. Mengel Deluxe Kitchen Cabinets are step-saving, work-saving wonders. Because they're *wood,* they won't dent, rattle or rust. Because they're Mengel, the name you see on fine furniture, you're assured of superb furniture — quality construction that's evident right down to the last detail.

The cost? Far less than you'd think . . . and you can still have a Mengel Kitchen for 10% down and 2½ years to pay. The coupon will bring you all the facts. *Mail it today!*

Cabinet Division, Dept. HB-1
The Mengel Company, 1122 Dumesnil St., Louisville 1, Ky.

Gentlemen: Please send me your big free catalog and the name of my Mengel dealer.

Name_____
Address_____
City_____ State_____



Brandt Tables are not ordinary tables.

They are a wonderfully clever combination of authentic 18th Century traditional design and modern functional features. You'll love their twin appeal. You'll admire their exquisite details and the rich, glowing finish that compliments every decorating scheme.

In leading furniture and department stores.

In the room setting above *the Sheraton Chairside Table in the foreground is fine for either traditional or modern decors. About $85.**

*This Hepplewhite Cocktail Table does double duty with big magazine shelf and three drawers, has a warm-toned, gold tooled leather top. About $130.**

*Perfect proportions and ample shelf space make the Sheraton Chairside Table shown at the right a wonderful space saver. About $40.**

**Prices may be slightly higher in some areas.*

Brandt TABLES 50th Anniversary

Looking for ideas in furniture arrangement? "Table Tips" is a 24 page book packed with practical, helpful suggestions on room settings and furniture arrangement. For your copy send 10c in coin to The Brandt Cabinet Works, Inc., 711 Pennsylvania Ave., Hagerstown, Md.



.. LOVELY TABLES FOR LIVABLE ROOMS SINCE 1901

THE BRANDT CABINET WORKS, INC.

711 Pennsylvania Ave., Hagerstown, Maryland

HOW TO COOK WITH A SLIGHTLY FOREIGN ACCENT

CONTINUED FROM PRECEDING PAGE

blend of sugar and lime seems to taste just right. Whip until it's the consistency of whipped cream and store in a tightly covered container in the refrigerator until ready for use. It can be kept several hours. Put stemmed glasses in the refrigerator also, so they will be frosted and icy. When ready to serve, spoon lightly, so as not to lose the fluffy look. Scatter grated coconut on top and serve with a light cooky. (I prefer Sesame Tea Wafers by Fancifood.)

The last, but crowning, touch is to get some gay Spanish records—rumbas, tangos, and the like, and your party will turn into a true fiesta.

If you like this party, explore Mexican food a little more. Get that new Mexican cookbook, *Good Food from Mexico* by Ruth Wat Mulvey and Luisa Maria Alvarez And try some of those several hun dred interesting things that you hidden staff of food packagers an processors has prepared for you such as Enchiladas, Tamales, To tillas, Chili con Carne with Bean Mexican Beans and Spanish Rice Nationally known companies ar putting up these items. Try Sals (sauce), put up by Ortega, whic is delicious for an omelet or ove fish. Las Palmas makes a ver hot sauce, to be used about on third hot sauce to two-thirds ketch up or whatever your flavorin sauce is. Experiment, and you ca enter a new world—without lea ing the comforts of home.

GELATINE ESCALATOR TO COOKING FREEDOM

CONTINUED FROM PAGE 118

escalator that always goes up, never comes down, once you learn its use.

One of the most useful functions of gelatine is as a binder of other foods. In the building field cement is just such a product. Before the discovery of cement, the beautiful building—that is, one with architectural pretensions—had to be constructed of large and flawless stones. Cement made it possible to use rubble, or the leftovers from former buildings. Gelatine, which functions in cookery like cement in building, makes it possible to use leftovers, the rubble of former meals. This certainly makes it a valuable asset in times when the cost of living is rising.

GELATINE should be seen in another light. It is like the resins used in the manufacture of plywood, which make it possible to turn small, dissimilar pieces of wood into a uniform product of high grade. The numerous delicious potted meats, which are one of the chief meat dishes in France, utilize this same principle. These potted meats are miracles of invention by which poor grades of meat or meat scraps are turned into gourmet fare by the addition of interestingly flavored gelatine aspic.

So, obviously, gelatine is a great aid in beating high prices and overcoming scarcities. But it can also be a means of extending your supply of an expensive food so it serves more people. Since gelatine is protein, it is a better meat extend than starch or cereal. What wealth of opportunity is offered t cook who learns to use a gelatin She has a wonderful new tool.

Unfortunately, a misuse of th foodstuff, in quaintsy tea roo and in simple-minded recipes f children, has put this fine cooke material into disrepute. Even t finest hotels, who should know b ter, use it as a tasteless, stiff bind and glaze to make foods look fan while tasting terrible. But we r ommend that you clear your mi of these misuses and fallacies a learn what it can do for you if y use it right.

Gelatine is equally as importa as a container for foods as for binder. For instance, far too lit use has been made of gelatine a sharply-flavored, tart envelope sea food. When a dry white wine incorporated into the liquid base the gelatine, when crisp pieces celery or water chestnuts molded in with the fish, when t is served with a buttery, rich H landaise, or a really good hon made mayonnaise, or with a sau based on sour cream, you achieved a triumph in tastes a textures. For such a dish contain desirable variety of complement flavors and contrasting textu Add to this the fact that such dish can be molded into an inter ing shape and you hit the jacky

For you've pleased both the palate and the eye with one stroke.

All gelatine dishes may be reduced to five basic types. All are made of unflavored gelatine in a liquid base. The liquid base may be stock from meat, fish, or chicken, juice of vegetable or fruit, wine, coffee, ginger ale, cider, milk, buttermilk, coconut milk, or almond milk. The flavored jelly may contain meat, poultry, game, fish, shell fish, vegetables, fruits, eggs, nuts, or whatever you may have at hand. So you can have jellied hors d'oeuvres, soups, salads, or desserts. In short, gelatine is a vehicle on which you can ride in any direction—but always up. The five basic types line up somewhat like this:

Type 1—Basic clear jelly. When the jelly is flavored with a savory flavor to make it into an appetizer or an entree, it becomes an Aspic. Or it may be sweet, flavored with wine or fruit juice.

Type 2—with air beaten in clear basic jelly. These are Whips.

Type 3—with both air and beaten egg whites beaten in. These are the Sponges and Snows.

Type 4—with an egg base. Chaud Froid Sauce and Spanish Cream or Chiffon Pie Filling.

Type 5—Whipped Cream base. When combined with a milk base, it is Blanc Mange or Mousse or Parfait or Bavarian Cream, etc. Variations of the Bavarian Cream are the Charlotte, the Gateau St. Honore, the Trifle, Chiffon Pie Filling, the Ice Box Cake. Gelatine is sometimes used in ice cream, too.

Since gelatine is both tasteless and colorless, the trick of successful gelatine cookery lies in the use of enough flavoring. This is one reason behind people's dislike of gelatine cookery. It is frequently too pale in seasoning and flavor, especially when used in the main courses of the menu. To use gelatine with flair and skill you have to hold on to this one basic fact.

Think of your aspic as a cold sauce. For instance, if you wouldn't serve a hot food in a bath of hot unseasoned tomato juice, then you can be sure that combination won't work well when cold. But, on the other hand, a well-flavored tomato aspic is to cold cookery just what a well-flavored tomato sauce is to hot cookery. A formula for a really well-flavored tomato aspic will be as useful to you as that other basic —the simple black dress.

Here are three different ways to flavor a basic tomato aspic:

1

1 envelope unflavored gelatine
2 tablespoons cold water
1 teaspoon sugar
1¼ pints unseasoned tomato juice
⅛ teaspoon ginger
¼ teaspoon salt
1 teaspoon lemon juice

Soften gelatine in cold water. Heat tomato juice and add sugar, ginger, and salt. Combine gelatine and tomato juice mixture stirring till gelatine is completely dissolved. Cool. When cool, add lemon juice and put in refrigerator to set.

2

1 envelope unflavored gelatine
2 tablespoons cold water
1¼ pints unseasoned tomato juice
1 teaspoon sugar
¼ teaspoon salt
1 teaspoon basil-flavored wine vinegar (Spice Islands)

Soften gelatine in cold water. Add all other ingredients to hot tomato juice. Combine gelatine and tomato juice mixture, stirring till gelatine is dissolved. When cool, put in refrigerator to set.

3

1 envelope unflavored gelatine
2 tablespoons cold water
1¼ pints unseasoned tomato juice
1 tablespoon chopped onion
1 tablespoon chopped carrot
1 tablespoon chopped celery
1 herb bunch *(bouquet garni)*—parsley stalks, bay leaf, and thyme
1 teaspoon lemon juice
1 teaspoon sugar
¼ teaspoon salt

Soften gelatine in cold water. Add vegetables, herb bunch, salt and sugar to tomato juice. Boil ten minutes; strain. Combine softened gelatine with hot, strained tomato juice mixture, stirring until gelatine is dissolved. Cool and add lemon juice. Set in refrigerator.

Once you have a tomato aspic flavored to your taste, you have the green light to go ahead in several ways. Serve it on watercress or on a lettuce leaf, with cold cuts, with chicken livers *en brochette*, with chicken, tuna, crab or shrimp salad, or with cole slaw. Serve it with anchovy canapes or sardine sandwiches. Serve it with toasted cheese crackers, made with an aged, sharp Wisconsin cheese, spread with prepared mustard (Dijon preferred). Serve it with celery, stuffed with Roquefort cheese, or with cream cheese balls rolled in fresh herbs (especially basil or chives, or with cottage cheese, mixed with pimentos or chives). Serve it with a good French dressing, with sour cream and Roque-

(Continued on next page)



Versatile ! in cocktails, tall drinks or straight !

Dubonnet

Serve versatile Dubonnet for pre-dining enjoyment...or as a gracious compliment to fine food! Dubonnet...the only drink of its kind in the world! Dubonnet Aperitif Wine...

Product of U. S. A., © 1951, Dubonnet Corp., Philadelphia, Pa.



Dubonnet COCKTAIL
one-half Dubonnet
one-half gin
stir with ice, strain
add twist of lemon peel



Dubonnet STRAIGHT
serve well chilled,
add twist of lemon
peel; no ice



Dubonnet "ON THE ROCKS"
place 2 ice cubes in
old fashioned glass, fill
with Dubonnet. Twist
of lemon peel may be added.



Dubonnet and soda
jigger of Dubonnet
juice of half a lemon
add ice cubes
fill with soda and stir



HOW TO ADD Livability AND

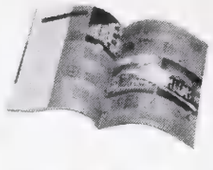
Distinctive Charm

TO YOUR NEW HOME

NO SINGLE feature can contribute more to your new home — in livability and charm — than Modine Convector Radiation. Here is concealed hot water or steam heating at its best, giving you the perfect blend of radiant and convected warmth for superb heating comfort.

Recessed in walls . . . or installed against them, Modine Convectors save space — offer new freedom in furniture and drapery arrangement. Their beautifully styled enclosures blend unobtrusively with the decorative treatment of any room.

Gentle warmed air circulation without motors . . . individual room temperature control . . . and even heat in all rooms are only a few of the many features available. The cost . . . less than ordinary radiators!



Get this free illustrated booklet (No. 249-A) describing modern convection heating and its advantages. Call your Modine representative —listed in the classified section of your phone book. Or write to Modine Mfg. Co., 1516 Dekoven Ave., Racine, Wisconsin.

R-1016-R

Modine CONVECTORS

CONTINUED FROM PRECEDING PAGE

fort dressing, or with mayonnaise and horse-radish. Accompany any of these with Hol-grain wheat crackers, or Triscuit, or Rye Crisp, or cheese straws. Or use it as an envelope to enclose ingredients that respond pleasantly to tomato flavoring.

For jellied chicken soup, take a quart of your favorite-flavored chicken broth, add 2 tablespoons each of chopped onions, carrots, and celery. Add ½ bay leaf, 3 or 4 parsley stalks, and ¼ cup of any dry white wine. Boil for ten minutes, strain, add 2 envelopes unflavored gelatine, softened in ¼ cup cold water, and put in the refrigerator to set when cool.

For a cold consommé, add 4 tablespoons of chopped parsley, chervil, and chives, or 4 tablespoons each of parsley, sweet basil, and green onion tops, or 8 tablespoons each of chopped watercress and chives. After the consommé has come to a boil and been taken off the stove, add ¼ cup of Madeira or sherry. Add gelatine as above.

THESE jellied soups are really nothing but aspics. Aspics can be served in other ways. Cold entrées can be molded in them, or they may be served surrounded by a ring of the chopped jelly. Aspics that are too tender and delicate for either of these should be served separately from a sauce boat.

Chaud froid sauce is about as useful as aspic itself. This sauce is to cold cookery what *velouté* sauce is to hot. Both are made from a foundation of white-meat stock and cream, and are thickened with egg yolks or a roux. Both are delicately seasoned. When it is to be used cold, gelatine is added. *Chaud froid* sauce makes it possible to mask any kind of food with an opaque covering which lends itself to decoration. Often the *chaud froid* is covered with a layer of sparkling aspic and the decoration applied to that.

Probably one reason gelatine cookery has fallen into some disrepute is that cooks have always been lured away from the real capabilities of the material by the decorative possibilities it offers in making showy desserts.

For instance, Alexis Soyer, of the Reform Club in London, was responsible for a dazzling concoction of gelatine, topped with gold leaf. He called it *Gelée de Dantzig au Fraises*. It was made with calf's-foot jelly, flavored with lemon juice and rind, *Eau de Vie de Dantzig* and strawberries. *Eau de Vie de Dantzig* is a liqueur brandy which contains little pieces of real gold leaf floating around. (These are supposed to be harmless to eat.) When the gelatine mold was turned out with flecks of gold leaf flashing on top, you can imagine that this was quite a spectacle.

It was to such culinary wonders that gelatine lent itself only too well. But the early cooks never really let the decorative qualities of the material entirely blind them to the fact that their primary concern was with something to eat.

HERE is a rough outline of what the "gelatine escalator" looks like in the field of desserts. The only purpose is to illustrate the steps in the process of the elaboration of the gelatine dessert.

Flavored liquid plus gelatine makes JELLY, when chilled.

Mixtures of jellies of different colors and flavors produce GELÉE RUBANE.

Clear jelly beaten just as it begins to set produces a WHIP.

Beaten egg whites added to the whip produce a SPONGE.

Mixtures of fruit molded in clear jelly give GELÉE MACEDOINE.

Clear jelly molded inside a hollowed-out sponge cake is called CHARTREUSE.

Jelly with whipped cream added with or without a purée, makes MOUSSE.

Beaten egg whites added to the Mousse make a PARFAIT.

Gelatine made with milk instead of water makes BLANC MANGE.

Gelatine put in a boiled custard or *crême Anglais* becomes SPANISH CREAM.

Beaten egg whites added to Spanish Cream and served in a pie shell becomes CHIFFON PIE.

Add whipped cream to Spanish Cream and you get BAVARIAN CREAM or a BAVAROISE.

Bavarian Cream molded in ladyfingers make a CHARLOTTE.

Serve Bavarian Cream in a pastry crust and you get GATEAU HONORÉ.

Follow English attempts to gild the lily and you put Bavarian Cream in TRIFLE.

American efforts in the same direction put Bavarian Cream in ICE BOX CAKE.

The recipe for Bavarian Cream can be found in almost every cook book. *Gateau St. Honoré* is made

(*Continued on page* 144)



Lovely

with a luster that lasts

Maybe you're different, but many folks shy away from luxuries they want because they imagine they're not practical.

That brings up the sweet thing about *Vitrolite** walls for a powder room like this, or your bathroom or kitchen. It's both luxurious and practical. Thick, sleek, richly colored glass, polished to mirror luster. This lovely extra touch in a home makes it a thrill to own and a delight to show your friends.

Being glass, *Vitrolite* isn't fazed by water. Whisk away spatter marks and you have a smooth, gleaming finish—always. *Vitrolite* doesn't need refinishing. It stays new, stays luxurious. It won't craze, swell or warp.

The colors—all twelve of them—are correlated to blend with fixtures, draperies, towels. See these colors at your nearest L·O·F distributor or dealer. In principal cities consult your classified phone directory for their names. Or write us. Libbey·Owens·Ford Glass Company, 4561 Nicholas Building, Toledo 3, Ohio.

*®



FREE BOOK on colorful rooms. "Walls of Vitrolite" contains helpful hints for interior decorating, shows the 12 colors, gives full technical information. Send for your free copy.

CADET BLUE

DARK GRAY

CACTUS GREEN

PEACH

MAHOGANY

SKY BLUE

LIGHT GRAY

JADE

ALAMO TAN

RED

PLUS BLACK AND WHITE

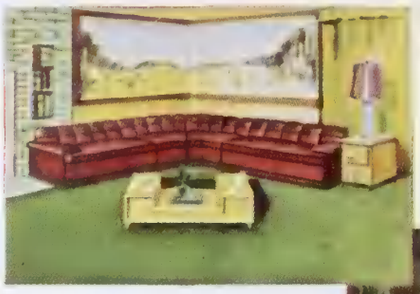
L·O·F GLASS

VITROLITE

COLORFUL GLASS PANELING

For Bathroom . . . Powder Room . . . Kitchen







The Palo Verde Group . . . .

An appointment in luxury . . . this eye tempting departure from the norm . . . conceived especially for the generous living areas provided in today's modern homes. There is comfort, real comfort, in every contour of these breath-taking pieces. The sofa as illustrated features the new long-low look. The eight Palo Verde companion pieces are perfect to set the theme for your entire room planning, and offer wonderful opportunities for the expression of your individual taste as indicated in the sketches above.

Magnificent possession

The choicest decorator fabrics are available for your selection, the most popular of which is a newly developed knobby weave with metallic element that adds distinction and glamour.



Flexsteel* and **Firestone FOAMEX***

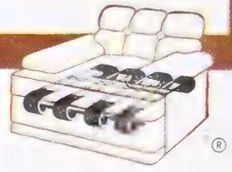
Flexsteel, the most revolutionary development in the construction of spring units in the history of furniture, and Firestone Foamex, the ultimate in bouyant, soothing cushioning, combine to bring you this wonderful Palo Verde series designed for gracious living.

The Palo Verde by

NORTHOME-SOUTHOME FURNITURE INDUSTRIES, INC.
Dubuque, Iowa — Waxahachie, Texas

KRAMER CORP. — **NORTHWEST CHAIR CO.**
Indianapolis, Ind. — Tacoma, Wash.

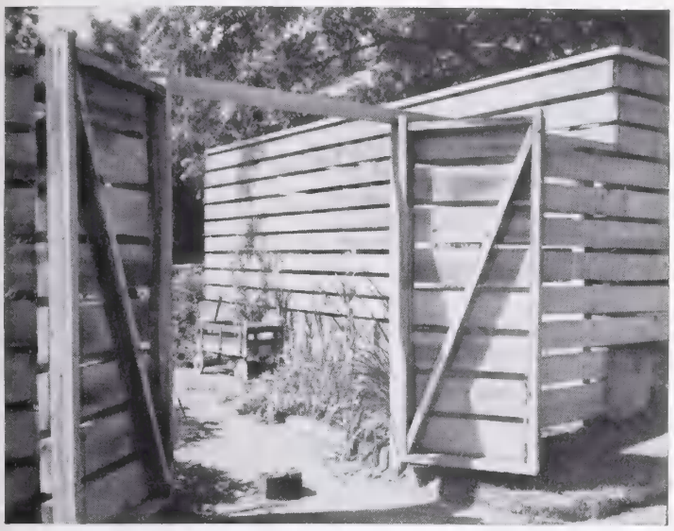
FINE FURNITURE BEGINS ON THE INSIDE



FLEXSTEEL IS A PATENTED ONE-PIECE SPRING UNIT BUILT INTO ALL FLEXSTEEL FURNITURE AND IS UNCONDITIONALLY GUARANTEED.

A HOUSE THAT SAYS MADE IN AMERICA

CONTINUED FROM PAGE 111



■ Self-sustaining nature of the Cheek place shows up in its structural materials, all selected to cut down maintenance. Fences, like the house itself, are stained poplar, designed to weather a silvery gray. Drying yard enclosure, above, lets air circulate between its boards.

ıe self-sustaining quality of the Cheek farm is typical of the losophy by which our forefa- rs lived.

n the event of power failure the breakdown of mechanical ipment. the place can still go providing the three great essen- s—food and water, shelter. heat. By damming up a spring on a her level than the house. the eeks have an endless supply of h water by gravity. No pump ecessary.

oultry. beef. and vegetables are wn on the land. Food is canned wood-burning stove. Some per- ble food is quick-frozen in a ıe freezer. some kept in a near- freezer locker. A two-part underground cellar preserves certain vegetables—an unpaved area for damp-cold storage of such things as cabbages; a concrete-paved section for dry-cold storage of potatoes and other roots.

Because wood is abundant in this part of the country. the Cheeks have a Mueller wood-burning furnace. Its grate holds a five-foot piece of cordwood. Wood ashes go back into the soil as fertilizer. (On page 103 see the steel-grilled foot mat in front of the entrance door. concealing the trap door where wood deliveries are made.) The heating system is hot air. If the automatic blower goes off. heat still warms the house by gravity.

(*Continued on next page*)

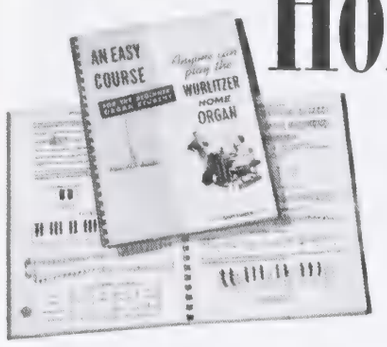
PHOTOGRAPHS BY RODNEY MCCAY MORGAN



■ Homely farmland and majestic mountains are casually part of the daily scene for the Cheeks. Like all Americans, they have an innate love of the land. They differ from many of their fellow-countrymen only in that they have realized their ambition to live close to nature.

You can own it . . . you can play it!

New Wurlitzer Home Organ



So easy to play you can teach yourself from this book!

Here's an organ you can sit right down to and play. Maybe you've never played an organ before. All right. *This still is for you!*

You can play it in minutes, because the easy lesson book starts with fundamentals—takes you along step by easy step. Simple diagrams show you how to use your hands and feet. In no time at all, you'll be playing a familiar tune.



Nothing can match the Wurlitzer in the pleasure it brings to family gatherings. Here is happiness for young and old . . . a lifetime of it, for the Wurlitzer is built to last. And you'll find this instrument becomes the heart of your home. The Wurlitzer's superb console design pays a compliment to your taste—combines the gift of music with the beauty of truly fine furniture.

And this new Wurlitzer Organ is *complete.* Two standard 61-note keyboards. Pedal keyboard of 25 notes. *Delivered to your home, ready to plug in and play, it is the lowest-priced standard two-manual organ you can buy.*

WURLITZER

World's Largest Builder of Organs and Pianos Under One Great Name

•

Mail Coupon for Free Literature

The Rudolph Wurlitzer Company
Dept. H-6, North Tonawanda, N. Y.

Yes, I'd like to know more about the new Wurlitzer Organ and Easy Course Booklet. Please send me full details.

Name_____

Street_____

City_____ Zone____ State____

Anton Brueh

SOLID GOLD
in SOLID SILVER
presenting
"GOLDEN AGE"
in heavy sterling with the heart
of the blossom in solid (14-K) gold

Sapphire and Diamond Coronation Necklace
courtesy of Georg Jensen Inc., New York

Frank Smith
STERLING

Personal Treasure
of STRIKING PERFECTION

*"GOLDEN AGE" in silver . . . new vistas of the limitless beauty still latent in finer Sterling.

In substantially heavy weight, $44.75 the 6-piece place setting.
20% Federal Tax Included

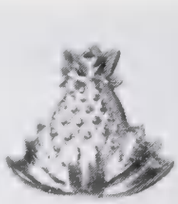
*design pat.

at selected jewelers and wherever finer sterling is sold

FRANK SMITH SILVER COMPANY
Gardner 6, Massachusetts . . . for over sixty years

A HOUSE THAT SAYS MADE IN AMERICA

CONTINUED FROM PRECEDING PAGE



Hospitality is the symbol of this house

Ever since this country's earliest days, hospitality has been one of the tenets of American living.

This national tradition of ours is a personal tradition with the Cheek family. The carved wood pineapple you see on their front door on page 103 is a time-honored symbol of hospitality in America, and it has been the Cheeks' household signature for four generations.

At the top of this page, see it as it appears, plated in chromium, on the door of the family car. Below, see it embossed on the household stationery.

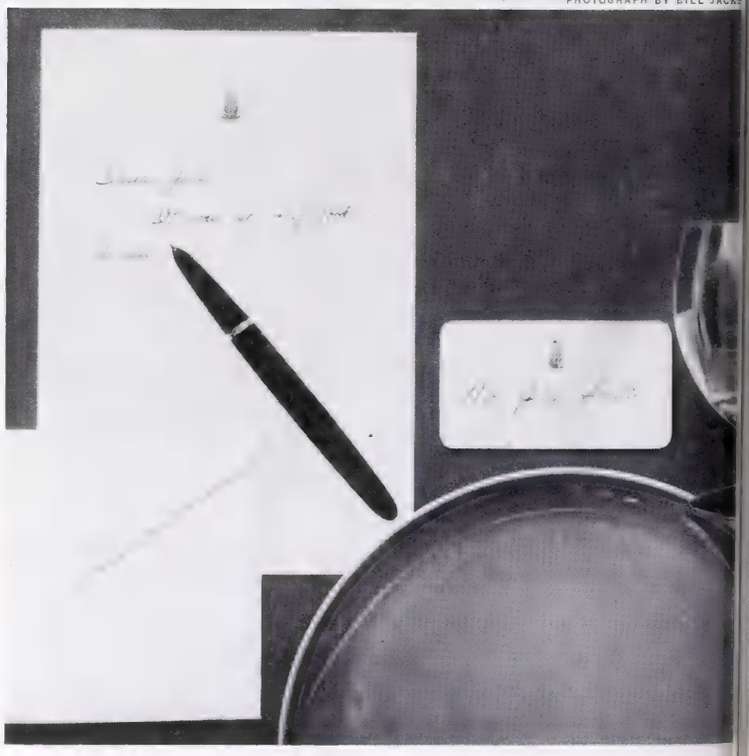
And this welcoming symbol really means what it says. For the Cheek house, conceived as it was to put the well-being of people ahead of any other purposes, has had hospitality built into it. The family has many friends. And since their house is situated in one of the most scenically beautiful parts of the country, within an hour and a half's drive of Great Smoky Na tional Park, they naturally pro vided for lots of visitors.

One wing of the place was spe cifically designed for guests (se pages 110-111), and so arrange that they can even enjoy a privat terrace with a personal view of th mountains if they feel like with drawing from family activities.

The house is somewhat remot usually reached after a long and o casionally dusty drive. So, with ho pitable thoughtfulness, they hav made their downstairs lavatory full-fledged bathroom where gues may wash up and get into fres clothes as soon as they arrive.

Typical of this unpretentiou house, all these arrangements a simple, with no air of fussy, ove solicitude which so often emba rasses visitors instead of makin them feel comfortably at hom The welcome here is as direct the design of the house itself.

PHOTOGRAPH BY BILL JACKS

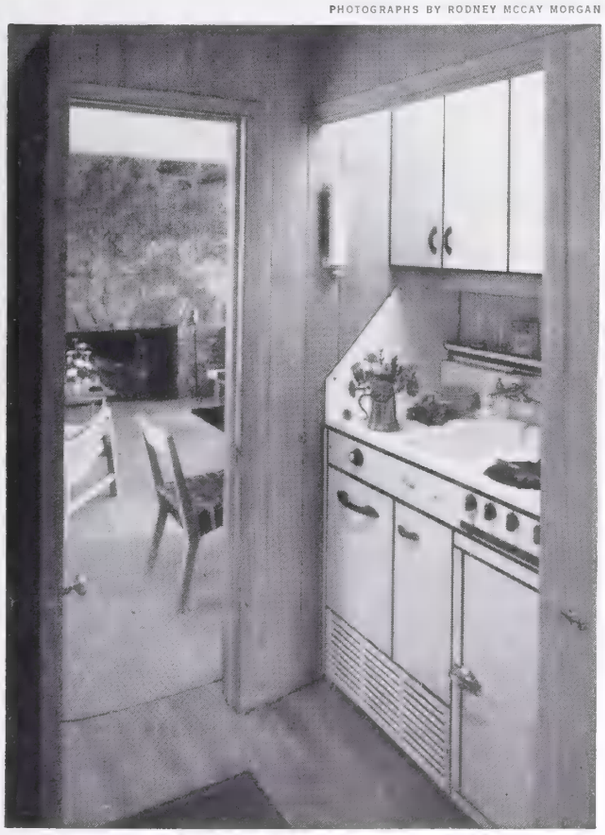


• A household symbol, like the Cheeks' pineapple, is as distinctive as a monogram. When you choose such a motif, make it something you really believe in. Then stamp, print, embroider, or carve it like a family signature on jointly used belongings, from front door to table linen.



• Hallway in the Cheek house can put up an extra guest in an emergency, becoming a self-contained bedroom. Door at rear opens into downstairs lavatory, really a bath-dressing room. Folding bed was Navy surplus. A pull-curtain on a curved ceiling track gives privacy.

PHOTOGRAPHS BY RODNEY MCCAY MORGAN



• Guest wing, also shown on page 111, not only gives guests their own sitting-room facilities, but their own tiny kitchen. Stove, refrigerator, sink, and cabinets are in one compact, inch-saving Murphy unit right off the living room. The family sometimes uses this guest space, too.



Cocktail Time

OF YOUR LIFE

CINZANO

Imported Vermouths

WORLD-RENOWNED SINCE 1816

Take a tip from a sip: Enjoy Cinzano straight... and you'll know from its superb flavor why this perfect vermouth makes perfect cocktails.



Sole Importer: CANADA DRY GINGER ALE, INC., New York, N. Y.

4 Stunning Values

from myriads of exquisite shades

by Verplex



Leaf border on antiqued leatherette paper. Red/gold or green/gold.

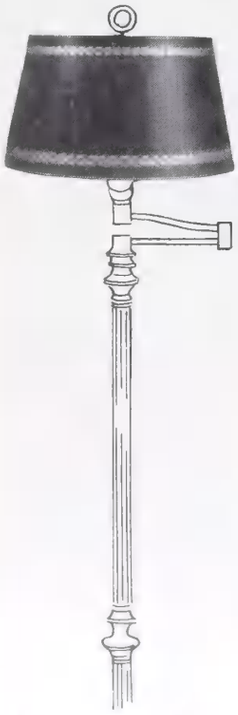
Retail from $1.00 to $2.50
— According to size.



Calcutta cloth. A coarse woven, burlap-like material. Terra cotta, myrtle green, red, chartreuse or oyster white. Ideal for modern lamps.

Retail from $1.50 to $3.50
— According to size.

Renew every lamp you have



Gold laurel leaf decoration on opaque Tole backgrounds. Maroon, green, or antiqued white.

Retail from $1.00 to $4.50
— According to size.



Fabric over buckram hexagon. Early American design. Excellent for Provincial lamps.

Retail from $3.00 to $6.50
— According to size.

LAMPS and SHADES by Verplex

MADE IN MANY SIZES FOR ALL LAMPS—TEMPTINGLY PRICED AT DEPARTMENT STORES OR WHEREVER BETTER LAMPS AND SHADES ARE SOLD.

THE Verplex COMPANY
at Essex, Connecticut

VERPLEX LAMPS SHADES VERPLEX

GELATINE

CONTINUED FROM PAGE 138

by placing a ring of cream puff paste (*pâte à choux*) on top of and around the edge of a circular slab of puff paste. Tiny cream puffs filled with the Bavarian cream are placed at intervals on top of this, alternating with glacéed chestnuts, or some such thing. Then the center is filled with the *Bavaroise*.

There is no one recipe for Trifle, but don't be misled by the name. It is only a bit of the understatement of which the British are so proud. This dish is no trifle, but the great festive dish of middle-class Victorian England. When it appears on the menu, you may be sure you are getting the works. Trifle is made by lining a dish with lady fingers. The center is then filled with a Bavarian Cream mixture to which you may go as far as you want in adding different kinds of fruits, fresh and candied, nuts, macaroons, and several kinds of wines and liqueurs, till it is certain that your guests will be knocked out by indigestion or drunkenness, or both.

WHEN you have made a Trifle, you have gone about as far as you can go, at least in English-speaking cookery. All you have to do to reduce a middle-aged Englishman to agonies of homesickness is to serve a silver bowl filled with Trifle and covered with the little silver balls sold to put on cakes. Chances are that this was a special treat at home when he was a boy, and when he meets it unexpectedly abroad, he is likely to be quite unnerved.

Now, unfortunately, the stiffer the jelly, the easier it is to mold, but the less desirable it is to eat. When it is allowed to get thick and tough, or when it is synthetically flavored, few who enjoy their food, consider eating it at all. This is the chief stumbling block in gelatine cookery about which you should be warned.

What the intelligent cook should do is to forget all about what gelatine can do for the appearance of a dish and concentrate on what it can do for the taste. When this is done, gelatine can be put at the service of good eating in a big way. For the time being, at least, until you are completely at home with gelatine cookery, don't bother too much about fancy molds at all. Instead of going to the trouble of unmolding jelly, it is just as nice to pour your sweet gelatine mixtures into an attractive serving dish, place them in the refrigerator to cool and serve the jelly, like a casserole, in one dish in which it was made. Try a honey sponge that way or a honey mousse.

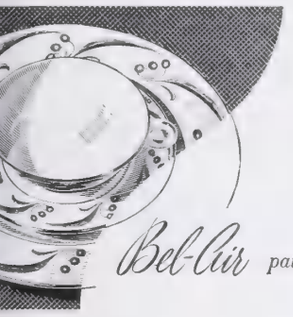
So don't let the problem of unmolding scare you. One of the easiest dishes to unmold is made by filling a pleasing-shaped bowl with stemmed Thompson seedless grapes and filling the interstices between the grapes with lime Jello. This is one case in which you can safely use a flavored gelatine because the dish itself is almost entirely made of the sweet, fresh fruit. It becomes, essentially, merely an easy way of eating grapes. The two greens, that of the Jello and of the grapes, make an attractive-looking total. You may serve this alone, but it is much better with a sauce made of cream cheese, moistened with a little sweet cream, sweetened and flavored with vanilla or colored, sweetened, and flavored with a little raspberry jelly. Or you may serve whipped cream, or sour cream, sweetened with honey and snapped up with lemon juice.

Or try serving orange jelly in cups made of orange skins. The tops of these should be crimped by cutting them in a succession of little v's, like the ones made by pinking shears on the edges of seams to keep them from raveling.

Sponge cakes, with the insides scooped out, make a receptacle for jelly in an edible form. So do pared cantaloupes, the center of which can be filled with a lemon or a mint jelly. Serve this in slices, with the same cream cheese sauce you serve with the grape jelly. In this case, sprinkle the top with a few chopped mint leaves.

PRINCIPLES on which cold jellied dishes can be constructed are simple ones. No matter what the liquid used in making jelly, whether it is tomato juice, fresh fruit juice, wine, cider, ginger ale, butter milk, or what have you, the final success of the dish will depend on the flavoring. You should never forget that the binder for cold food should be thought of exactly as if it were not jellied at all. If you would not enjoy the prospect of eating a mixture of cabbage and celery served in weak lemonade, there is no reason to expect that adding gelatine to the mixture and molding it will improve the taste in any way at all. The principles of harmony and contrast which govern any mixture of foods should be carefully regarded in jellied ones.

aviland China



Bel-Air pattern

Theodore Haviland New York MADE IN AMERICA

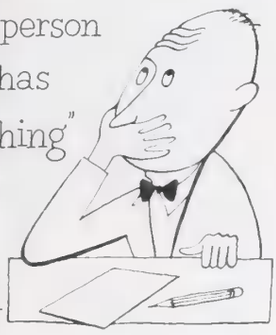
Haviland France ESTABLISHED 1842

Your favorite store cordially invites you to see Haviland China.

may obtain new booklet patterns and history of iland China with their var- trade marks throughout years. Send 25¢ to P. O. #314 Glenbrook, Conn.

Haviland & Co
INCORPORATED
26 WEST 23RD STREET, NEW YORK 10, N. Y.

what to give the person who "has erything" ? rized

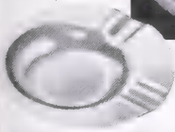


Kensington accessories

tifully simple ash and candy dishes nsington . . . that some, miraculous l that never tar- s, never stains, r needs polish- At good jewelry lls, gift shops, and rtment stores. Or and we'll tell where.



Ash tray, $1.50



Candy Dishes
4⅜" dia., $1.50
5⅜" dia., $2.50

KENSINGTON, INCORPORATED
OF NEW KENSINGTON, PENNSYLVANIA

HOW TO USE RECIPES

CONTINUED FROM PAGE 116

with a main dish made from a recipe designed to serve eight, and the dessert from a recipe planned for six. No wonder you have to rack your brains to find ways of using up what remains. How much food and trouble would be saved if each recipe showed the correct amounts to use for two people, then for four, for six, for eight, and so on? It should be done in test kitchens and then transferred to recipe books because "doubling a recipe" is more complicated than it seems. You get into trouble if you double everything, and no one tells the rules.

There are three things necessary to the knowledgeable cook over and above the ordinary directions in recipe books.

These are:

1. Knowledge of foodstuffs themselves, such as are found in the *Encyclopedia of Cookery*.

2. Knowledge of principles of nutrition and menu-making.

3. Knowledge of the history of food and cooking.

IN general there are two types of recipes which it would be well for the novice in cookery to let alone. One involves skill in manipulation, which must be done properly if the result is to be right. Some doughs and pastries, omelettes, meringues, and Hollandaise and mayonnaise sauces would come under this head. The other involves balanced formulas which cannot be tampered with or the results will be spoiled. Baking powder cookery is an example of this.

But with most types of dishes, the door is wide open to experiment. If you are tied down to recipes, you must always have the particular thing the recipe calls for, whereas with few exceptions, you ought to be able to make a good dish *from what you have*. The ability to improvise gives you the flexibility to meet sudden changes in the situation, like unexpected company or a delayed dinner hour. It gives you variety, for the possibilities of variation are enormous. It makes it possible for you to save effort, if you are tired. Look on each meal as a creative opportunity. Necessity and imagination have been parents of some of the world's best food.

But to stop being a slave to recipes doesn't mean that you should dispense with recipes, any more

(*Continued on next page*)

"Dry your clothes the Hamilton way, ready to iron or put away!"



SUBTRACT *hours* from washday! Just toss your wet clothes into a Hamilton Automatic Clothes Dryer. *In minutes* your wash dries safer, *fresher* than it ever dried outdoors. Many clothes fluff-dri so *wrinkle-free* they need no ironing! Every week, *more* and *more* women are banishing washday drudgery with a Hamilton Dryer.

No more heavy clothesbaskets to carry . . . no more stooping and stretching to hang up the wash! With a Hamilton Dryer you wash whenever it's most convenient —day or night—whatever the weather. Why wait any longer before *you* switch to automatic clothes drying? See your Hamilton dealer or utility company *soon* . . . and join the thousands of carefree Hamilton owners!

Exclusive Hamilton Features!

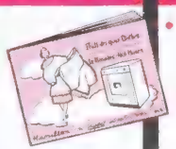
- SUN-E-DAY Ultra-Violet Lamp Sanitizes and Freshens Clothes
- Snag-Proof Zinc Grip Drum
- Hamilton Timer Switch—Set It And Forget It!
- Hamilton Heat Control—Adjustable By Type Of Fabric

THROW AWAY THE BADGE OF A DRUDGE!

The Original Automatic Clothes Dryer

Hamilton
Automatic CLOTHES DRYER
GAS AND ELECTRIC MODELS

FREE!



Illustrated literature fully describing the Hamilton Automatic Clothes Dryer may be obtained from your Hamilton dealer or utility company. Or fill out this coupon to have literature sent direct to your home.

Hamilton Manufacturing Company,
Dept. HB-651, Two Rivers, Wisconsin

Gentlemen: Please send me, absolutely free, further information and details about the Hamilton Automatic Clothes Dryer.

NAME.....

ADDRESS.....

CITY.....ZONE....STATE...

HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN



TIER CHEST . . . *use 1, 2, 3 or 4 sections with choice of interior arrangements to suit your needs . . . featured in the* HOUSE BEAUTIFUL 1951 *Pace Setter House.*

COUNTERPOINT

A distinctive blending of Traditional and Contemporary design . . . in beautifully hand-finished native Fruitwood . . . the perfect answer to living needs of Today.

Send 15¢ for the new COUNTERPOINT *Brochure, 1893 Elmwood Ave., Buffalo 7, N. Y.*

Kittinger

BUFFALO CHICAGO NEW YORK BOSTON LOS ANGELES



Exclusive Makers of Williamsburg Restoration Furniture Reproductions
Brochure illustrating complete Collection also available

HOW TO USE RECIPES

CONTINUED FROM PRECEDING PAGE

than you should discard books. Recipe books are like textbooks. They are the means by which knowledge once gained is held, by which it is passed on from one generation to the next and from one place to another. What it does mean is that you should demand of the recipe book what is demanded of a textbook in any other subject. It should be reliable and complete. Above all, it should keep up with the developments in its own and related fields. And it means that the recipe book should perform the real function of the textbook, which is to teach you to get along without it.

At the time at which it is made, every recipe is a guide for action. But in time, because food materials and tools for cooking have quite as much to do with the final form of a dish as the skill of the cook, recipes become merely a record of what someone has done in a situation which may no longer exist. Many are more useful as bedside reading than as working guides. Consequently, every change in the nature of food materials or in tools for cooking necessitates a change in recipes.

THE twin goals of cookery—greater enjoyment of food and better health—can only be reached if the nutritionist, the artist, the farmer, and the manufacturer of cooking tools each knows the end in view and advance together. At the present time they have been advancing in echelon formation, with cookery in the rear echelon. Foodstuffs, tools for cooking, and knowledge about food have advanced further than the cook's knowledge of how to use them.

Moreover, recipes have become confusing because the relations between different dishes are not always made clear. Recipes have become so changed and modified with the passage of time that different things have come to be called by the same name, and the same things by different ones. For example, prune whip, pinch pie, baked Alaska, kisses, floating island, *suspiros*, *schaumtorte* and *oeufs à la neige* are all variations of the meringue, or contain it in one way or another. But there is nothing in their names to let you into this secret. Sometimes the cookbook makes this relationship clear by the way the recipes are placed in the context, sometimes it does not. This makes cookery seem more complicated than it is.

The ideal recipe is a blueprint for perfection. The *actual* one i often merely a record of mani struggle with scarcity, or poo foodstuffs, or lack of refrigeratio or impossible stoves, or of all these. The cook works with mater als and equipment which othe supply. His aim is to use the ma terial at hand with imaginatio and skill. Recipes are nothing bu the record of how the cook ha been able to meet the situation in which he has found himself a various times. Don't be overawe by them. Look at them in the ligh of what they were intended to d

Read them to learn strategy, a a general studies the history past campaigns. His object in d ing this is to learn the principl of warfare, not to restage the pe formance of something that ha pened long ago and somewhe else.

If you will read recipes car fully and will look between th lines, you will learn to see wh the man who made them was u against and what he was trying achieve. When he had to deal wi a monotonous food supply, his ai was to disguise a too-common fl vor. For example, in countries which tomatoes are a staple find recipes calling for them to cooked a long time, in combin tion with other foods, so that the flavor is disguised.

Other recipes were designed take care of food when it was o and stale. It is easy to recogni the dishes in which the flavor t cook wanted to disguise was an u pleasant, instead of a too-comm one. The highly spiced mixtures tropical cuisines, curry for exa ple, owe their origin to the tempt to cover up the flavor spoiled meat.

A LOT of recipes were develop at a time in which most of t foodstuffs, now available all ov the country and at all times of t year, such as milk, meat, fre fruits and vegetables, were limit to the season and the place which they were produced. T limited the material at the d posal of the cook. So, many of t most elaborate dishes are the sult of an effort to disguise subs tutes, and make scarcity less e dent because of the exciting pearance given the food. T elaborate food is the result of p erty, not riches, as is often thoug Why make something look like apple, if you have a big dish

You can't imagine how exciting food will taste until you season with

SPICE ISLANDS



Spices · Seasonings
Herbs · Aromatic Seeds
Vinegars · Pepper Mills

THE VERY ESSENCE OF GOOD TASTE

WRITE FOR FREE RECIPE BOOKLET
At better stores, or write for name of nearest dealer
SPICE ISLANDS COMPANY, DEPT. B
610 Folsom St., San Francisco 11

Lovely FOR A Lifetime

STAINLESS STEEL TABLEWARE FROM SWEDEN

Thebe flatware & holloware

Gense

Thora flatware

Facette flatware

Solid, lasting Stainless Steel flatware and holloware, superbly designed and hand finished. Never needs polishing because it never tarnishes or stains. Moderately priced. No federal tax. At fine gift, jewelry and specialty shops.

Send 10¢ for complete catalogs and price lists.

GENSE IMPORT, LTD.
13 EAST 16th ST., DEPT. B
NEW YORK 10, N. Y.

apples themselves? Who wants papayas carved to imitate Greek temples? Papayas are so good to eat, we don't care how they look. The simplicity of American dishes —raw oysters, corn on the cob, chops and steaks—are the result of a rich food supply.

Many recipes are much more the result of cooking methods, than of the nature of the food itself. When meat had to be cooked over hot, uneven flames, a great deal of the juice escaped, so gravy, made from the drippings, and Yorkshire pudding, cooked in them, became the regular accompaniments to roast beef. But according to the best modern practice, meat is cooked for a long time over low *even* heat. Salt, which doesn't penetrate the meat (the saltiness you taste in the meat was there to start with) but only serves to draw out the juice, is not added until the food is taken from the fire. As a result, no juice escapes. Consequently there is nothing with which to make the gravy, or in which to cook the pudding, so that unless you are willing to sacrifice the beef for what goes with it, the traditional combination of roast beef, brown gravy, and Yorkshire pudding is a thing of the past. The *regulated* heat of modern stoves, plus modern know-how about food, have made Yorkshire pudding recipes into museum pieces.

AWARENESS of the basic aim of a recipe may help you in making the proper use of foodstuffs. For instance, when tomatoes are plentiful, choose recipes which disregard their qualities. When they are a luxury, choose recipes which bring out the best in the material and show it off, which make the most of the distinctive flavor of the vegetable itself. The same thing holds true with other types of recipes. Obviously it is silly to spoil first-class meat with spices used to cover up decay. Fine, prime-grade beef needs nothing but heat to make it delicious. Liver, on the other hand, is best cooked with wine, which soft-pedals its characteristic heavy flavor.

Of course, you may continue to use culinary formulas after the need for them has passed, simply because you like the taste, or you may enjoy ornamental dishes for themselves, the way some people like carved furniture. But your choice should be made with full knowledge of the opportunities open to you at the present time.

Regional foods gave rise to re-

(*Continued on next page*)

Sipped with delight by seven generations



RÉMY MARTIN
Cognac

BLUE CHIPS

80 PROOF, RENFIELD IMPORTERS LTD., NEW YORK, N. Y.



Cool Breezes

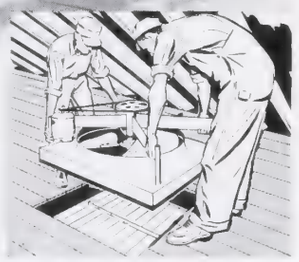
on hottest nights

Hunter Attic Fans give you cool comfort at low cost!

Today a home isn't really modern and up-to-date unless it provides cool comfort on hot summer nights. Why swelter and lose sleep when Hunter's new Package Attic Fan makes it so simple and inexpensive to cool your entire house.

Thousands of homeowners say a Hunter Attic Fan is the best investment in comfort they've ever made. Designed for quiet, trouble-free performance, it will keep your home cool for many summers. Hunter quality construction and certified air ratings are your guarantee of complete satisfaction.

Don't simmer through another summer! Hunter Package Attic Fans will give you cool comfort at low cost. Mail the coupon below for free literature on home cooling.



This modern unit requires none of the complicated construction of old-style attic fans. Complete with suction box and attractive ceiling shutter, it can be installed in less than a day in old or new homes.



Just turn on your Hunter Attic Fan to pull in the cool night air and drive out the oven-like heat that accumulates throughout the day. In only a few minutes it's 10 to 20 degrees cooler in your home.

HUNTER *Package Attic Fans*

Hunter SINCE 1886

MAIL FOR LITERATURE

Hunter Fan and Ventilating Company
P. O. Drawer 2858-D, Memphis 2, Tenn.
Send complete information on
Hunter Package Attic Fans to:

Name _____

Street _____

City and State _____

HOW TO USE RECIPES

CONTINUED FROM PRECEDING PAGE

gional recipes. But now our varied food supply makes it possible for us to have all the dishes of all regions—an international cuisine. To this end the gourmet has conducted a treasure hunt for recipes. He has made it in both space and time: that is to say he has culled recipes from all over the world and from all stages in history. Accept his help and follow his example.

FOOD can be best understood in the light of its history. When you are looking for ways of cooking a certain foodstuff, look for ideas to the people who have used it for centuries. The chances are that they will have developed tricks of using it that will enrich your knowledge. The Near East recipes for lamb and eggplant and the Russian ones for the use of sour cream are examples of this.

Foods like wine and cheese, which originated as products of decay, have been used for a long time. Recipes using them have been polished by centuries of use. For such foods, the chances are that the old recipes are best.

Study the recipes of every people, not only for the formulas themselves, but also for strategy. Learn chopping techniques from the Chinese, steam cooking from the Japanese, flavoring from the French. But remember one thing: Pre-scientific cooks had no clear knowledge of food values or of the relation of food to health. Sometimes they discovered nutritional principles of great value, but the process was accidental, and its implications were not understood, so that we find the most harmful practices given equal acceptance with the finest ones.

Every pre-scientific recipe should be re-examined to see if it squares with modern scientific knowledge about food. Since this knowledge is in its infancy, mistakes are constantly being made and then corrected, but, on the whole, the advance is steady. To keep abreast of this new knowledge in nutrition and in other related fields, the conscientious cook must be on her toes. This is one of the angles which makes cookery interesting.

But if the old recipes are best for the old foods, for the new ones (like vegetables) look somewhere else—to the schools of domestic science in the universities. Now, of course, it is not strictly true that vegetables are new foods. They have been known and us a long time. But until the days modern food preservation and d tribution, they were seasonable a perishable. Nothing was known their function in nutrition, so was assumed that they gave co paratively little return for t labor of cultivation. As a res it is only recently that they ha been considered important foo Therefore, on the whole, old re pes are not so good for vegeta cookery as the recent ones.

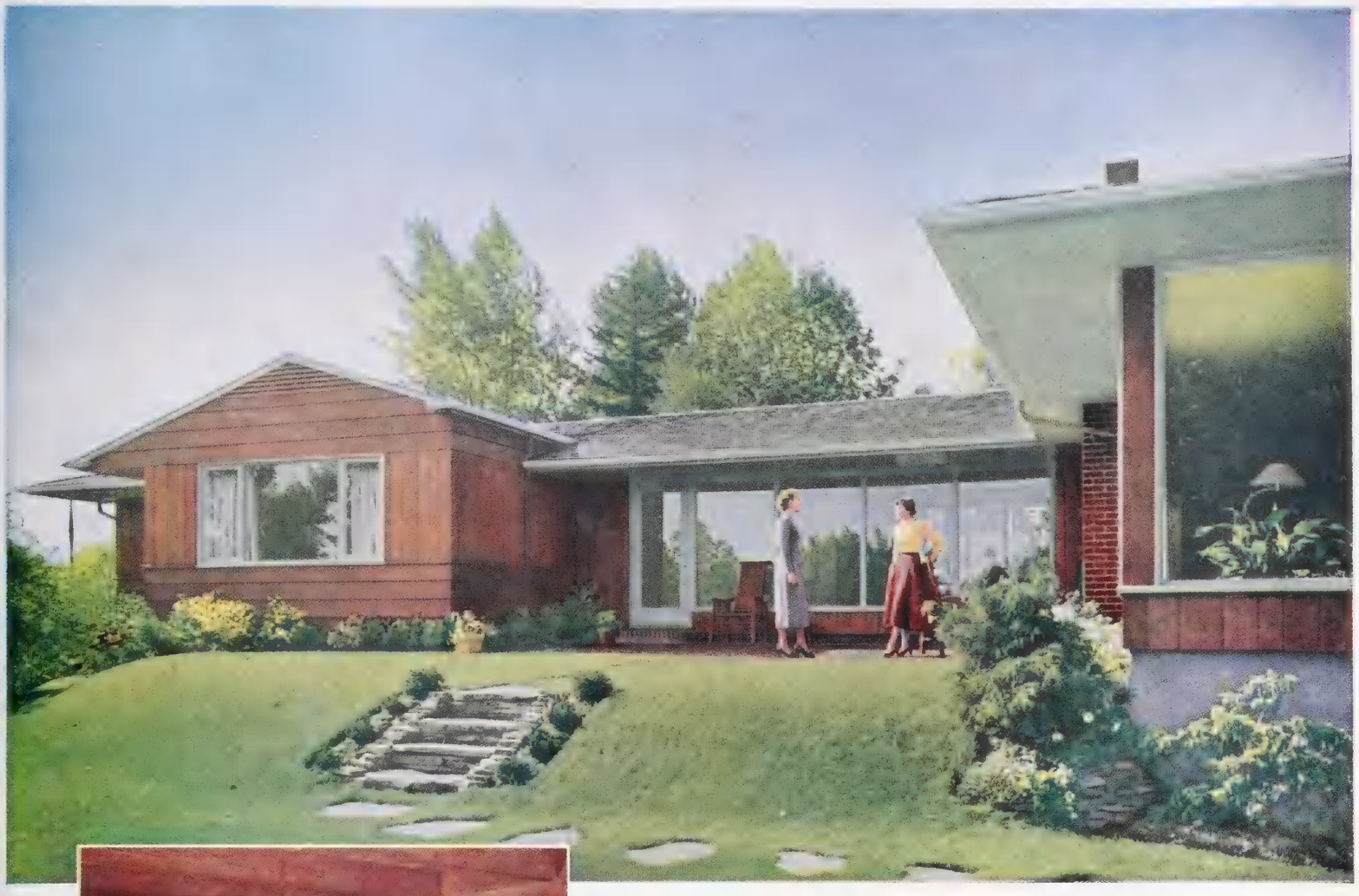
But this approach to cooki though valuable, should not be only one. It is essentially an creative method, like eclectici in architecture. It is based on assumption that everything t can be done has been done—t man reached his highest devel ment some time in the past. tually, just the opposite is tr We have made more progress the past 300 years than in all thousands of years that went bef and the future still beckons. N frontiers of the mind are open up every day. If we limit oursel to the eclectic approach in co ery, we are crippling ourselves a wholly unnecessary way. N tools for cooking, new foodstu and new knowledge about nutri have opened up new possibili to the cook. Therefore, the crea approach to cooking is the which should intrigue us most. of it is coming a new cuisine. ten to what Crosby Gaige said it in *The World's Fair Cook Bo* published in 1937.

"THIS (the new cuisine) is c posed of the many now fam gelatin desserts and jellied sa and meat dishes—of frozen serts and frozen salads, can food and condiments, ready-to-s prepared cereals, literally t sands of edibles, some of t amazingly good.

"These are the products of American food *industry*. The v is significant. A far-flung new c try had to be fed quickly and fectively. There was no time Latin coddling or Middle Euro elaboration or Southern lux We had to feed the millions. V it has been done and in the d some sacrifices had to be r to the subtleties.

"In their place is a distinct new American creation, a poly a varied and an incredibly cookery. Thanks for the better

(*Continued on page* 151)





Walls and ceilings of this interesting living room are of natural finished, vertical grain Douglas Fir. The grain pattern of the beams, also of Douglas Fir, supplies an interesting contrast.

SEND FOR FREE BOOKLET: Fully illustrated with beautiful, full-color photographs of exteriors and interiors of actual homes.

This new booklet, "Beautiful Homes of Wood," is an excellent source of ideas and suggestions for everyone planning to build now or in the future. Mail coupon today for your free copy.

Another beautiful home of West Coast Woods...

The natural warmth and friendliness of West Coast Woods enhance homes of every architectural style from functional Modern to classic Colonial. Yet beauty is but one of the reasons for selecting West Coast Woods...actually, no other materials are so adaptable to your individual ideas and requirements. That's why a home of West Coast Woods is practical and sound...an investment in comfortable family living for many years to come.

As you plan your home, get acquainted with your retail lumber dealer. He can give you many helpful suggestions on building to best advantage with these versatile West Coast Woods...Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

There's a RIGHT WAY to do everything...Build RIGHT with

WEST COAST WOODS

Douglas Fir
West Coast Hemlock
Western Red Cedar
Sitka Spruce

Lumber of Quality Produced by Members,
WEST COAST LUMBERMEN'S ASSOCIATION



USE THIS COUPON FOR FREE BOOKLET

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. Morrison, Room No. 16
Portland 5, Oregon

Please send me your free booklet, "BEAUTIFUL HOMES OF WOOD."

Name _____

Address _____

City _____ Zone _____ State _____

Schumacher's "Pace Setter" fabrics and carpeting

as featured in the "Pace Setter" house, Dobbs Ferry, N. Y.





Two of the most important features that have contributed to the acclaim accorded the "Pace Setter House"—are the fabrics and carpeting—by Schumacher.

All of the fabrics in the "Pace Setter House" (including many other unusual colorings, textures and designs not illustrated here) are available through leading department stores and decorators.

ABOVE—"Gypsy Tent" Drapery
LEFT—Orlon Glass Curtains
"April" Carpet
Draperies and Sofa Cover in
"Modern Shadow Weave"

F. SCHUMACHER & Co. • 60 West 40th Street, New York 18, N. Y. • FABRICS • CARPETS • WALLPAPER

Schumacher's "Pace Setter" Group

ailable at these fine decorators and at decorating departments of these leading stores.

ABAMA
mingham ..... Loveman's
mingham ... Albert Bluttman
mingham
Carron Walker Studios
han ..... Sue Astleford
ville ..... George Simpson
ntgomery ... John Bargainier

IZONA
enix ... Kay Baden Interiors
enix ..... Goebel Decorators
son ..... Goebel Decorators

KANSAS
t Smith Eads Bros. Furn. Co.
e Bluff .. Margaret Fox Cohen

IFORNIA
ita ..... Feuerwerker's
keley
Worthington & Worthington
erly Hills ... W. & J. Sloane
tro Valley ... Ashby Furn.
terville Gordon's Drap. Shop
emont ..... The Olivers
ino ..... Harry La Chance
sno ..... Harry Hunter's
sno ..... Berg Furn.
sno ..... Foraker's
sno ..... Ethel Warren
i ... M. Newfield & Sons
Valley ... Brown Fu Kim
Angeles ... Sunset Interiors
Angeles ... Heriot Interiors
Angeles B'dway Dept. Store
Angeles ... Barker Bros.
Angeles J. W. Robinson o.
Angeles ..... Dick Turpin
Angeles ... Wilshire Studio
Angeles
Cardell's Town & Country
Angeles ... John Dempsey
Gatos ..... The Sarles
terey ..... Gamble's
terey ..... Edward Luker
a ..... Whitehill's
land ..... Bonynge's A.I.D.
land ..... H. C. Capwell
land, Jackson's Home Furn.
nic Grove ... Brown-Sibald
Alto ... Fred Henrique's
dena ... Frank Collins Inc.
dena . J. E. & C. W. Quinn
dena ... J. H. Biggar Furn.
dena ... Barker Bros.
amento ... John Breuner Co.
amento ..... Bowman Long
amento ..... Jackson's
Bernardino ... Bob West
Diego .. Margaret Y. Donnell
Francisco .... Paul Berghard
Francisco ..... Dan Cassidy
Francisco ..... City of Paris
Francisco Robt. Kasper A.I.D.
Francisco ..... Macy's
Francisco .. W. & J. Sloane
Francisco Sterling Furn. Co.
Francisco The Drapery Shop
Francisco Interiors
Jose ..... Mary Ellen's
Mateo ..... Layton A.I.D.
Marino Paul Lowey A.I.D.
man Oaks ... Ted Kruger
man Oaks Salerno Brothers
kton .... Yaeger Furn. Co.
go ..... Eaton & Berry
ia ... The Barn Studio
ut Creek ..... Jolly's
dland Wirth Furn. & Uph. Co.

ORADO
rado Springs Daniels&Fisher
rado Springs
Sven Boesen A.I.D.
ver ..... Daniels & Fisher
ver .... Howard Lorton Inc.
ver ..... John R. Sams
ewood ..... Sawicki A.I.D.

NECTICUT
ury .... John C. Freeland
en ..... Modern Decorator
en ... Darien Furniture Co.
nwich D'Elia & Salvatore Inc.
nwich ..... Witek's Studio
nwich ..... Ruth Johnson
ford ..... G. Fox & Co.
ford ..... Ward Co. A.I.D.
Canaan .... Gustav Strauss
Haven .. H. M. Bullard Co.
Haven of Townsend
ford .. Lafayette Decorators
ford ..... Schaefer Inc.

AWARE
Castle The Hurricane Lamp
ington ..... Edna Coleman

TRICT OF COLUMBIA
Genevieve Hendricks A.I.D.
Tiralla's

Woodward & Lothrop A.I.D.
D. McAfee & Associates A.I.D.

RIDA
ona Beach
Ted Williams A.I.D.
y ... Van Sweden's A.I.D.
s ..... Cliff P. Hannum
Lauderdale Kay Kellogg Inc.
Myers .... Bobb Stucky Co.
esville ..... Window Decor
sonville ..... Cohen Bros.
land ..... Grafton's A.I.D.
i Haygood Lasseter A.I.D.
i ..... Owens-Reynolds
i ... Richard Plumer A.I.D.
i ..... Contempora Int.
ido ..... Betty Sanchez
Beach ... Worrell's A.I.D.
acola ..... Mullen's A.I.D.
ota ... Humma-White Studio
Petersburg ... Design, Inc.
hasse ..... Airey May's
a ..... Paul T. Ward
e ..... Mary Carter

RGIA
ta .... Holland-Jones A.I.D.
ta ..... Ray Lang Inc.
ta ..... Rich's Inc.

IO
..Standard Furniture Co.
ston ... Fred Cox Interiors
ow ..... David's

NOIS
.... Thelma Dormann Shop
ington .. Paul Wheeler Co.
apagne ... C. A. Kilers Inc.
go .. Dunbar Furniture Co.
go .. Marshall Field A.I.D.
ur ..... Bachman & Co.
aib .. Agnes' Interior Nook
..... Neil's
ston ..... Pond's
iew ..... Niko Geane
y ..... Alice Wilkes
y ... Fitzgerald Furn. Co.
akee .... Turk Furn. Co.
Park .. B. M. Norton A.I.D.
Ridge .... Fabric Fashions
a .. J. R. Marshall & Sons
a ... George Selburg & Son
..... Ardith's Fabric Shop
ord ..... Car-Pet-Line-Store
ford ..... Pierson's
gfield .... A. Dirksen & Co.
a ..... John Grob Co.

ANA
sville .... Town & Country
mond ..... Smacall's
napolis .. L. S. Ayres A.I.D.
napolis ... H. Holmes Inc.
no .... Wm. H. Turner Co.
sport ..... Discher Uph.

Rapids .... The Killian Co.
sport ..... Healy-Eckmann
loo ..... Davidson's

AS
ta ..... Mrs. Hart Workman
ta ..... George Innes Co.

KENTUCKY
Lexington ..... Lutes Ltd.
Louisville . Hubbuch in Kentucky
Louisville ..... Offut & Helm
Louisville Stewart Dry Goods Co.

LOUISIANA
New Orleans . D. H. Holmes Co.
New Orleans . The Crumb Shop
Shreveport . Harold Mulkey Co.

MAINE
Portland ..... The Schultz Co.

MARYLAND
Baltimore ... Harold Cahn A.I.D.
Baltimore ..... M. L. Marty
Baltimore ..... Stewart & Co.
Baltimore ..... Tiralla
Bethesda ..... Arnold Hurt
Cumberland ... Elsie O. Pabst
Frostburg . Design House A.I.D.
Tacoma Park .... Diamond Bros.

MASSACHUSETTS
Andover .... Andover Gift House
Boston ..... Laura Appleton
Boston ..... D. Fortiere
Boston ..... Rena Johnson
Boston ... Jordan Marsh A.I.D.
Boston ..... Paine's
Boston ..... C. B. Swift Co.
Boston ..... Phoebe Woolf
Boston ... J. H. Pray & Sons
Brookline ... A. S. Kirk
Haverhill Frank E. Barnes A.I.D.
Hyannis .... Wm. C. Sperry Jr.
Hyannis ..... Ruth Nason
Lowell ..... Interior's
Marblehead .... Charles Pizzano
New Bedford
Hawthorn Shop A.I.D.
Norwood ... Kenneth F. Bonney
Salem ..... Hulett House
Springfield
Hampton House A.I.D.
Wellesley Hills . New Eng. Int.
West Granville ... Curtis Tavern

MICHIGAN
Alma ..... Sawkins Furn. Co.
Ann Arbor ... Studio of Interiors
Birmingham . Lane Bishop Inc.
Detroit . Clarence Brown Studio
Detroit . Dolan Thompson A.I.D.
Detroit ..... Helen Stafford
Detroit ..... Leary Studio
Detroit Mary Baker Shea Studio
Detroit Scott Shuptrine Co. Inc.
Detroit Valerie Stevens Interiors
Detroit ..... Walter Ludwig
Detroit .... The Modern Studio
Detroit ... Bob Markland Studio
Grand Rapids . New Clingman's
Grand Rapids . Widdicomb Furn.
Grosse Point . Haydon House Inc.
Lansing R. J. Bretz Drapery Co.
Midland ..... Eleanor Whaley
Monroe ..... Boes Int.
Pleasant Ridge Whitehouse Stud.

MINNESOTA
Minneapolis .... The Dayton Co.

MISSISSIPPI
Brookhaven ..... McGrath's
Jackson ... The Battle Furn. Co.
Natchez .. Natchez Curtain Shop

MISSOURI
Clayton .... Lammert Furn. Co.
Clayton .... Tiemeyer Carpet Co.
Kansas City ..... Alexander's
Kansas City . Delores Deuser Int.
Kansas City . Duff & Repp A.I.D.
Kansas City ..... Macy's
St. Louis .. Lammert Furn. Co.
St. Louis .. Scruggs, Vandervoort & Barney A.I.D.
St. Louis ... Stix, Baer & Fuller
St. Louis ..... Warfield Shop
University City . Pope Shop Inc.

MONTANA
Billings ..... Brouillettes Inc.

NEBRASKA
Grand Island .... Swan's Furn.
Lincoln ..... Miller & Paine
Omaha ..... Orchard & Wilhelm

NEVADA
Reno
Walton's Town & Country Studio

NEW HAMPSHIRE
Hampton . Hampton Home Center
Keene
Bowler, Jones & Page A.I.D.
Manchester .... Smart Decorators
Portsmouth ..... Margeson's

NEW JERSEY
E. Orange Schulz & Behrle A.I.D.
Englewood
Thompson & Campbell
Essex Fells
Rosemary Dudley Clark
Far Hills ..... James Barker
Guttenburg ..... Israel & Co.
Irvington ..... Roseanne Corby
Mendham .... Warn Sands, Inc.
Montclair ... Hansen & Sorensen
Mountain View
Stillwell Home Furnishing
Newark .... L. Bamberger & Co.
Newark . Washington Upholstery
N. Hackensack Huffman & Boyle
New Brunswick .. Hesson's Int.
Paramus . C. H. Henders A.I.D.
Princeton . Princeton Decorators
Rahway ..... Koos Bros.
Red Bank ..... M. Silverstein
Ridgewood .. Artcraft Decorators
Short Hills . Betty Telfer Studio
Summit . L. H. Nolte Co. A.I.D.
Trenton ..... Holmes Ely
Upper Montclair . A. E. Rutledge

NEW MEXICO
Albuquerque .. Amer. Furn. Co.

NEW YORK
Albany ..... Mayfair Inc. A.I.D.
Auburn ..... H. R. Waite Co.
Binghamton ..... Frieje
Binghamton . Creative Interiors
Bronxville . Bennett Tobis & Son
Brooklyn ..... Modern World
Brooklyn ..... Sidney Wapner
Buffalo ... Jackson Furniture Co.
Buffalo . The Kittinger Co. Inc.
Buffalo . Wm. Prentice A.I.D.
Dobbs Ferry ..... Otto Goebel
Elmira .... Interiors by Browne
Elmira ..... Morrison's
Glen Falls ..... Cushman's
Ithaca . Jack Reinhardt Interiors
Jamestown Jamestown Sple Furn.
Katonian ... Steven Strahota
Larchmont .. Lieber & Namacher
Manhasset .. Louis D. Schroeter
Mamaroneck ... Rose Mary Dec.
Mt. Vernon .... Walter Kutawski
New York City
Bloomingdale's A.I.D.
New York City . Karl Bock A.I.D.
New York City . Chalfant & Sproul
New York City . Curtis Furn. Co.
New York City . Elizabeth Draper
New York City Fine Fabs. & Ints.
New York City
John Gerald A.I.D.
New York City . Hales Bedding
New York City . Patricia Harvey
New York City . Frances Hotes
New York City ... James Amster
New York City ... Lee-Smyth Inc.
New York City . Clara B. Lownes
New York City .... Modern Teq.
New York City . Manno Uph. Co.
New York City . The Radnor Shop
New York City . Wales Furniture
New York City . Robert F. Massa
New York City Leo Hutton A.I.D.
Poughkeepsie .. Fred J. Johnson
Richmond Hill . Emil Fehrenbach
Rochester . Bradley Mead A.I.D.
Rochester ..... E. W. Edwards
Rochester ..... The Hayden Co.
Scarsdale . Katharine H. Emerson
Scarsdale The Scarsdale Reuph.
Scarsdale ..... The Upholsterer
Schenectady .... Mildred Karrer
Syracuse ..... Colony Shop
Syracuse ..... Shattuck Studio
Tuckahoe ..... Colonial Shoppe
Utica ..... Zelma Wynn
White Plains ... The Lehmans'
White Plains .. Charles Nebauer

NORTH CAROLINA
Charlotte ..... Woodruff's
Greensboro .. Morrison-Neese
Greensboro .. Otto Zenke A.I.D.
Raleigh ..... Interiors by Van

OHIO
Akron ..... Yaeger's
Amherst ..... Betty Hays
Bath ..... Garth-Andrews
Canton ..... Thurin's
Chagrin Falls . Brewster & Stroud
Cincinnati . A. B. Closson A.I.D.
Cincinnati ... Morton-Hales Co.
Cincinnati ... John Shillito Co.
Cleveland ... Bonhard Art A.I.D.
Cleveland ... Irvin & Co. A.I.D.
Cleveland . Rorimer-Brooks A.I.D.
Cleveland ... A. Solomon & Son
Cleveland Wm. Taylor Son & Co.
Columbus ... F. G. & A. Howald
Columbus ... F. & R. Lazarus Co.
Columbus ... Morehouse Fashion
Cuyahoga Falls ..... Long & Co.
Dayton ..... Howard Malka
Dayton ..... Rike-Kumler Co.
Dayton . Rossiter-Jarrett Harmon
Dayton ..... Phillip Shields
Fairborn ..... House of Helen
Lakewood ..... Roy E. Purdam
Massilon ..... Spaulding's
Middletown .... Rathman Troup
Painesville ..... Gail C. Grant
Toledo ..... LaSalle & Koch
Toledo ..... Snyder's Uph.
Warren ..... Rogers & Rogers
Youngstown ..... Crest-Johnson

OKLAHOMA
Bartlesville ..... Interiors Co.
Enid ..... Denton-Newell
Muskogee .... Calhoun D. G. Co.
Oklahoma City . John A. Brown
Oklahoma City . Warren Ramsey
Tulsa ..... Brown-Dunkin Co.
Tulsa ..... Cheairs Co.

OREGON
Forest Grove ..... Brodersen's
Portland ... Interior Designers
Portland .... Interiors by Kent
Portland ..... House of Harlow
Portland ..... George Root, Jr.
Portland .... Hazel Robb A.I.D.
Portland . Paul Schatz Furniture
Portland . Marion Wall's Antiques
Roseburg .. Josse Furniture Co.

PENNSYLVANIA
Abington ..... Frank Decker
Allentown ..... Hess Bros.
Ardmore ..... Fabric Town
Erie ..... Birkland Uph. Co.
Greensburg ..... Textile Mart
Greensville . Harry & Lydia Sanko
Harrisburg .. Ike Goldsmith
Johnstown .... Penn Traffic Co.
Kingston ..... Ellis Bloch
Lancaster .. Ruth Cape Dellinger
Lancaster . Marshall E. Smith Co.
Norristown ..... Daniel Yost
Pittsburgh . Ardery Dempsey Co.
Pittsburgh .. Gimbel Bros. & Co.
Pittsburgh .... General Office & Equipment Corp.
Pittsburgh . Joseph Horne A.I.D.
Pittsburgh .. Kaufmann's A.I.D.
Philadelphia ... Albert & Urban
Philadelphia The Carpet Mart
Philadelphia . Elizabeth Davidson
Philadelphia ... John De Palma
Philadelphia ..... Diament & Co.
Philadelphia .... Horace Manko
Philadelphia .... Wembley Hall
Philadelphia
Strawbridge & Clothier
Pottsville .... Thomas Walleisa
Quakertown ..... Holsinger's
Reading ..... P. Leinbach
Ridgway ..... The Caldwell's
Scranton ..... Stoer & Fister
Sewickley ... Gaetano Interiors
West Chester
Grace Alexander Young A.I.D.
Wilkes-Barre ..... Isaac Long
Williamsport .... L. L. Stearns
York ..... Runkle Co.

RHODE ISLAND
E. Greenwich . W. G. Brownings
E. Providence . Bernice Bergeron
Newport ..... Walsh Bros.
Westerly .... Westerly Furn. Co.

SOUTH CAROLINA
Columbia ..... Corbett's
Columbia . Johnson Paint Store
Greenville ..... Henley's
Greenville ... Ivey-Kieth Co.

SOUTH DAKOTA
Sioux Falls ..... Johnson's Inc.

TENNESSEE
Chattanooga ..... Blake's
Chattanooga .... Fowler Bros.
Memphis ... Four Seasons Shop
Memphis .... Kimbrough Assoc.

TEXAS
Abilene .. Waldrop Furniture Co.
Amarillo . Artesan Furn. Mfg. Co.
Amarillo ..... House of Adrian
Amarillo ..... McAfee's
Amarillo .... F. D. Prettyman
Austin ..... Beal Co.
Bay City ..... Mignon's
Beaumont
Thryza Head Looney A.I.D.
Dallas .. Anderson's Furn. Studio
Dallas . Studio Furn. Co. A.I.D.
Fort Worth ..... Fillingim Co.
Houston ..... Gregory Gaines
Houston ..... G. A. Stowers
Houston ..... D'Oyle Galleries
Houston . Margaret Feagin A.I.D.
Houston ..... Guy Howard
Houston ..... Mance Lassiter
Houston ..... Mann MacDaniel
Lubbock .... Decorators Studio
Mumford ..... Plantation Shop
San Antonio .... G. A. Stowers

UTAH
Ogden . Ogden Shade & Drapery
Provo .... Alma E. Wright Co.
Salt Lake City ..... Z. C. M. I.

VIRGINIA
Alexandria ..... Top Recker
Charlottesville ... Brick Quarters
Petersburg ..... Rucker's Inc.
Richmond ... Phillips, Manzer & Stringfellow A.I.D.
Richmond ..... Thalhimer's
Roanoke ..... Stedman's A.I.D.

WASHINGTON
Bremerton ..... Arnold's Furn.
Longview ..... Rubin Gallery
Seattle ..... George Davis
Seattle .... Frederick & Nelson
Seattle ..... Hans Henning
Seattle ..... Arthur Morgan, Jr.
Seattle ..... R. J. Skewes
Tacoma ..... A. T. Norman
Tacoma ..... Saxton's
Walla Walla . Empire Furn. Co.
Yakima ..... H. H. Schultz

WEST VIRGINIA
Fairmont ..... R. D. Thomassy

WISCONSIN
Fond du Lac . E. A. Sommerfeld
Green Bay ..... H. C. Prange
Janesville ..... Rost Art Shop
Milwaukee ..... Gimbel Bros.
Milwaukee ... Horton & Haessly
Racine ..... Porter Furn. Co.

WYOMING
Sheridan ..... Brouillette's

HONOLULU, T. H.
Hamilton of Hawaii

VANCOUVER, B. C.
Ridgewood Studios

TORONTO, CANADA
T. Eaton & Co. Ltd.

HOW TO USE RECIPES

CONTINUED FROM PAGE 148

must be given to the steady and increasingly uncolorful plodding of the domestic scientists and economists."

However, the process of creating a new cuisine is far from complete. Most of the mass-produced foods are of necessity seasoned for a mass taste. This means that you must step up the seasoning, dress them up, use them as the basis for something else. And many of the recipes most widely sponsored seem as if they had been made by people who knew nothing of good living themselves.

BUT there are many hopeful elements in the situation. All the information needed to help you handle your cooking problems exists, but it is scattered. The new attitude toward cookery has been growing up so gradually that few people have realized what was going on. No one person or group has contributed everything, but many have contributed part. Hundreds of contributions have piled up in different and sometimes unexpected places, unobserved. It is only when they are all brought together that they make something new, exciting, significant.

The whole development of modern industry gives us a clue as to what we may expect in the future. Methods can be much more conscious than they have been. Where heretofore recipes owed their inception to hit or miss methods, they may now be consciously designed. We will soon be able to say what we want in the way of food, in regard to its nutritive content, how we want it to taste and how much time and energy we want to put into preparing it. We will first state the problem and then design the solution. This is all in the realm of possibility. It is in accordance with the nature of our development in other fields. There is no reason to expect we will not do it in the food field.



It's smart to buy

ALVIN*

STERLING



because it is styled to remain in fashion. It is "solid" sterling silver through and through and constant use will only enhance its beauty. Modestly priced for satisfaction and service, year after year, for a lifetime.

SEE IT . . BUY IT . . AT YOUR JEWELER'S

Write us for free illustrated price folders.

THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for over Sixty Years

PROVIDENCE 7, RHODE ISLAND

*Trademarks

"The Sun Shines Bright"
in this PACESETTER LAUNDRY
by BLACKSTONE



JULIUS GREGORY, ARCHITECT

In House Beautiful's "Pacesetter" House at Dobbs Ferry, New York, you'll naturally find the Blackstone Automatic Laundry—pacesetter of home laundry equipment. When you study the illustration you quickly realize why so many architects and home owners prefer Blackstone. Here in only 6 feet of wall space is all the equipment needed for complete home laundering—a Blackstone Automatic Washer, Dryer and Ironer. Only with Blackstone's streamlined design is such an installation possible. Dryer available in either gas or electric models with provision for outside venting of moisture.
BLACKSTONE CORPORATION, Jamestown, N. Y.



Send for HOME LAUNDRY IDEAS

Blackstone Corporation, Jamestown, N. Y.
Please send me the Blackstone Home Laundry Idea Book and descriptive literature.
Name .....
Address .....
City ..... *State* .....
HB

Take It Easy, Lady!

To free yourself from the slavery of housework, take advantage of new and efficient labor-saving equipment

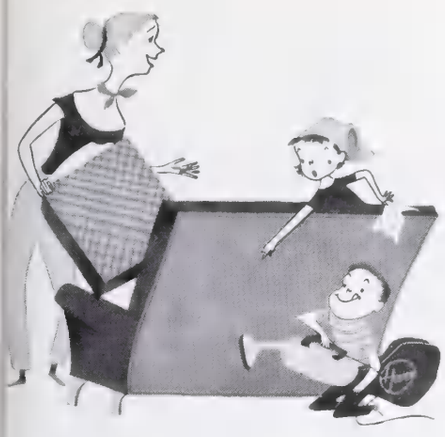
By Charlotte Conway



Ever wish you cou design your o range exactly to s yourself? You c practically do that w the new Chambers g built-in cooking uni You can have one two ovens, built wherever you want them, at whatever height. And a separate thr burner cooking top, to set into a counter top at whatever point most convenient for you. Latter requires 42″ of length, 22″ of widt Insulated oven is big enough to take a 30-lb turkey. If you ha limited space, these separate units are likely to solve things for y



Started to worry about summer heat waves? Take a look at the new General Electric twin-fan ventilator. It can be set in a window to suck cool air in or force hot air out, or can be carried to any spot that happens to be especially hot. You can be pretty s of a comfortable night's rest if you set the control dial, let the t fans circulate the air until temperature drops to selected degr when it will turn off automatically. Each fan swings around indep dently of other to blow in any direction. Window must be 17″ wi

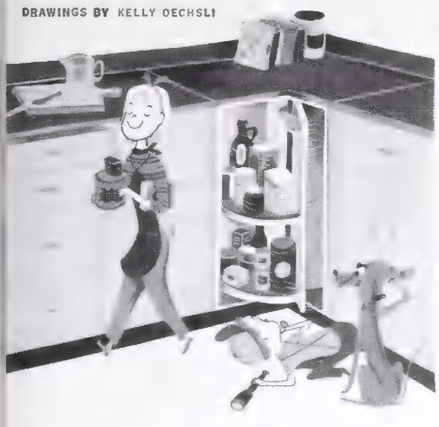


If you're a particular housekeeper and want to make sure even hard-to-get-at places are clean, try the little Hoover Dustette. It will do a job on upholstery, including automobile seats, gets under furniture, too. Weighing only five pounds, and standing only 5½" high, you can maneuver it around practically with one hand tied behind your back. It's handy for those daily pick-up chores which require something less than big cleaner performance, or when you are in a great hurry to whip the house into order before guests arrive.



Did you ever think the day would come when you could bake in the lower part of an oven, broil in the upper one, at different temperatures at the same time? That's what you can do in the "Wonder Oven" range just brought out by Frigidaire. The trick is a movable unit which converts one large oven into two separate ones, each with its own control. It's just as easy to convert the two back into one, if you have a big roast to cook. The hinged "door" on the removable unit carries instructions so you know just what to do.

DRAWINGS BY KELLY OECHSLI



Nobody has kitchen space to waste these days! Every inch and every corner must count. That's why the new corner cabinet made by Geneva Modern Kitchens will prove such a boon. Of steel, enamel-finished, it requires 36" along each wall. Push or pull open the door and two shelves spin around. You take out what you need—and that is all. The door closes automatically, thanks to an ingenious tension spring concealed in the mechanism. Both hands are free to pick up whatever you are after, and no barked shins.

(*Continued on next page*)

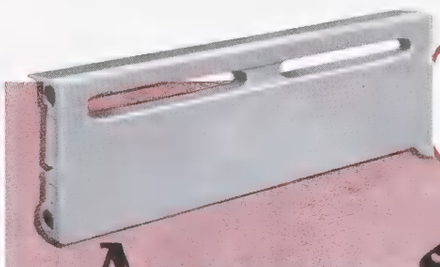
AMERICAN-Standard

First in heating . . . first in plumbing



Wonderful, new remodeling idea *makes rooms look larger, stay warmer!*

● When you try to rearrange your rooms so they'll really look different, do your radiators "stymie" you? Then you'll want to find out about replacing them with smartly modern, easy-to-install Radiantrim Panels by American-Standard. Extending less than one inch from the wall, these trim baseboard panels leave all the room's wall and floor space free and unobstructed. Thus, you actually have more room for your furnishings. There's nothing to interfere with your draperies. But even more important is the fact that Radiantrim Panels provide wall-to-wall warmth to eliminate all chilly spots—even when the weather is coldest.



Radiantrim Panels provide all the advantages of both convected and radiant heat.

AMERICAN-Standard

Baseboard Heating

FREE ILLUSTRATED LITERATURE. A special folder on Radiantrim Panels and a new edition of the famous Home Book will be sent you upon request. They show and describe American-Standard products, which are available through heating and plumbing retailers who sell, service and install. Also explain easy time payment plan for remodeling.

American Radiator & Standard Sanitary Corporation
Dept. HS-6, Pittsburgh 30, Pa.

Please send me your latest descriptive folder on Radiantrim Panels and a free copy of your new Home Book.

Name .....

Street .....

City ..... State .....

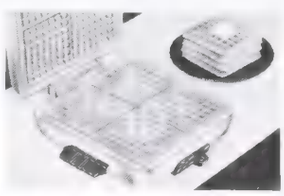
Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS
DETROIT LUBRICATOR • KEWANEE BOILERS • ROSS HEATER • TONAWANDA IRON



Give a
UNIVERSAL
Cook-a-matic
grills, bakes, toasts, fries

FROM TOASTED SANDWICHES to a complete family meal, Cook-A-Matic provides easy "sit-down" cooking right at the table. Meals are fun to prepare and you'll appreciate the way it speeds up service when entertaining large groups.

BIG in size . . . BIG in automatic convenience, the Universal Cook-A-Matic is either a wafflemaker or a grill with a simple change of grids. Just imagine, 216 square inches of cooking surface . . . big enough to bake four large waffles —fry a dozen eggs or grill twelve hamburgers all at once! Be a guest at your own table . . . get a Cook-A-Matic today!



BAKES 4 BIG WAFFLES

Automatic heat-control—preheats grids, signals when to pour batter. Automatically bakes waffles light or dark as you choose, signals when done.



GRILLS, TOASTS OR FRIES

Two sets of grids—change from waffle to plain grids in a matter of seconds. Use the accurate heat control for roasting, frying or grilling foods, too.

Guaranteed by Good Housekeeping

Copyright, 1951, LF&C

UNIVERSAL

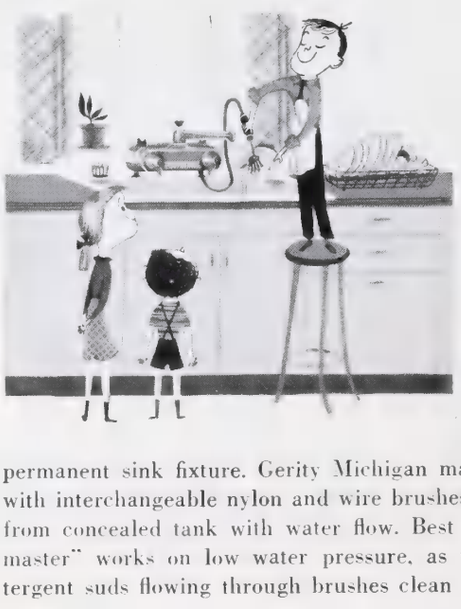
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



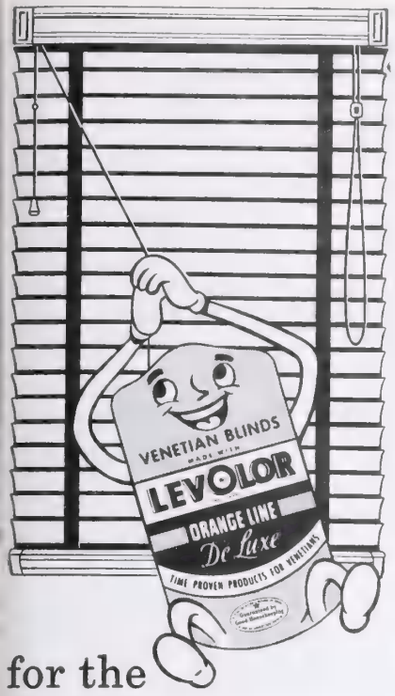
Now you can have all the advantages of a pressure saucepan without guesswork or watching. Proctor Electric Co. has brought out the Presurmat, really 3 appliances in one. It consists of an electric stove, a 60-minute timer, and a 4-qt. pressure saucepan wit trivet. And it's completely automatic at either 10 or 15 lbs. pre sure. All you do is choose the proper pressure, put the pan on th stove with the dial set at the proper timing. The Presurmat wil turn itself off at the right minute. No more worry or watching



Don't let dishwash ing spoil the long light summer evening ahead! You can mak it quick and easy i you replace faucet with a combinatio swing spout and dish washer, to use as permanent sink fixture. Gerity Michigan makes their "Dishmaster with interchangeable nylon and wire brushes, which carry detergen from concealed tank with water flow. Best of it is that the "Dish master" works on low water pressure, as well as on normal. D tergent suds flowing through brushes clean up dirt and grease fas



Maybe one reason you're dreading hot weather is that your refrigerator is not up to supplying all the ice cubes you want and keeping food really fresh and cold. Kelvinator has a big 12-cu. ft. combination refrigerator and freezer with two doors. Fre zer section holds up to 70 lbs. of frozen food and ice cubes. ha its own dial control to keep temperature around zero without affec ing lower compartment. Latter also has control, regulating both tem perature and moisture; defrosts automatically. It holds a lot!

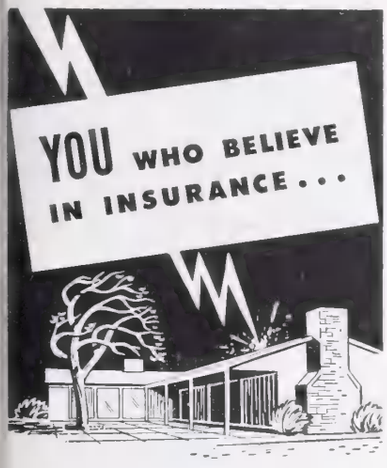


for the finest in Venetians

...look for the LEVOLOR tag when you buy. It identifies easy-to-clean Venetians made from LEVOLOR products...to give you years of trouble-free operation and sparkling window beauty!

look for the LEVOLOR TRADEMARK tag
...to find the finest in Venetians!

Copyright 1951 Levolor Lorentzen, Inc.
391 West Broadway, New York 12, N. Y.



should investigate

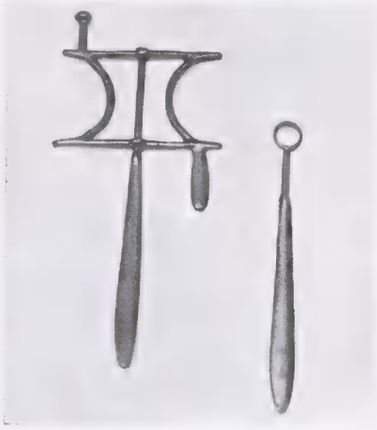
WEST DODD LIGHTNING PROTECTION

You who value your homes...who cover them with insurance...should investigate WEST DODD LIGHTNING PROTECTION.

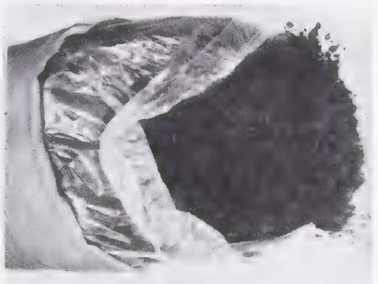
Lightning outranks any other cause of fire except defective flues, according to authorities. It can cause property damage without starting a fire. But lightning can be controlled so safety is assured. Modern WEST DODD protection systems are inconspicuous. Modest in cost, completely installed. In many instances will cut insurance rates. Get the facts. Write Dept. E-6

D/S WEST DODD
LIGHTNING CONDUCTOR CORP.
Goshen, Indiana

WORK-SAVERS FOR GARDENERS



• Easy way to mark rows in the garden: Store twine on revolving reel atop left stake. Tie one end of twine to ring in right stake. Then stake out row. Wm. Johnson, Inc., Newark, N. J.

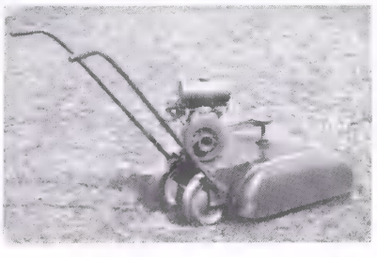


• "Michigan" peat now comes in a moistureproof liner. This keeps the peat moist and prevents sifting when carried or stored. Use liner later for laundry.



• "Roto-Hoe" is an inexpensive rotary cultivator and soil pulverizer for the small home garden. It has ample power to chew up sod and tough soil. Works in flower beds only two feet wide.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



• Rotary power mower attachment for "Roto-Hoe" slips into place after only four bolts are changed. Blade is completely shielded by its hood. Roto-Hoe and Sprayer Co., Novelty, Ohio.

(Continued on page 201)



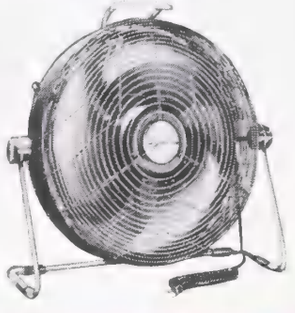
"helps us sleep cool on hottest nights"

Mrs. F. W. Henkel Evanston, Illinois



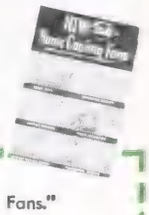
• Wonderful relief from summer's heat is yours with a powerful, portable Ilgdualaire Home Cooling Fan. Take it with you from room to room—place it in the window or on the floor—then you can work, relax, or sleep in *real* comfort. Use it as a circulating fan in the daytime, as a fan to bring in breezes of cool outside air at night. But hurry—supplies are limited—see your dealer or mail coupon today.

Modern in styling, *extra*-powerful in action, *extra*-quiet in operation—that's the Ilgdualaire. Two-speed motor, mounted in rubber (no radio or television interference). Fan can be turned to operate from any angle—horizontal to vertical. Safety grill. Fully covered by ILG's "One-Name-Plate" Guarantee.



ILG VENTILATION

FREE! Get colorful bulletin "NEW ILG HOME COOLING FANS"



☐ Please send me your FREE BOOKLET "New ILG Home Cooling Fans."

☐ Please send name of my ILG dealer.

Name_____

Address_____ Zone_____

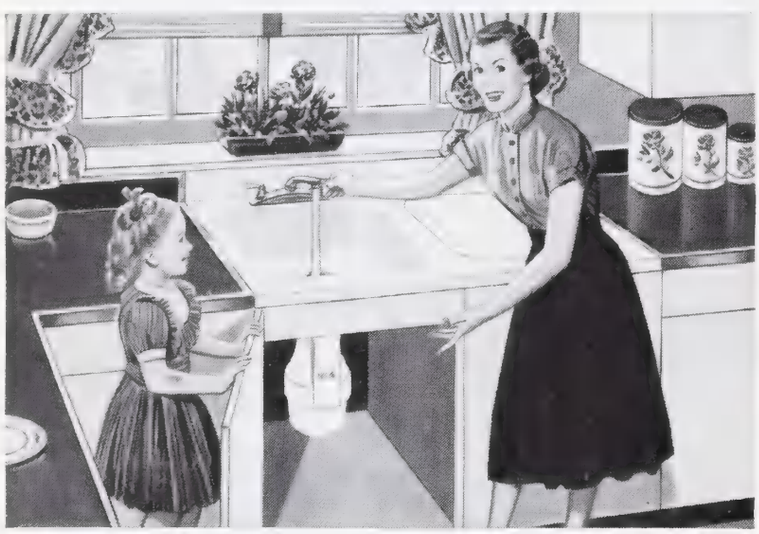
City_____ State_____

Ilg Electric Ventilating Co., Chicago 41, Illinois
2816 North Crawford Avenue • Offices in More Than 40 Principal Cities

Which way would you rather get rid of garbage?



Messily . . . by hand?



Electrically . . . by G-E Disposall?

Why not set yourself free for good from unsightly, unsanitary garbage . . . the horrid need to handle it . . . the nightly chore of carting it outside? Let a G-E Disposall® take the whole job over!

With this wonderful electric appliance fitted to your sink, all food waste is shredded into tiny bits . . . then *washed* away to sewer or septic tank.

Dependable as only a G-E appliance can be, the Disposall will give you years of reliable service . . . at the cost of just a few pennies monthly.

So make your "good-by" to garbage quick—and *lasting!* See the G-E Disposall at your dealer's *now! General Electric Company, Bridgeport 2, Connecticut.*

SO EASY TO USE



Scrape food waste into drain opening . . . then lock Twistop safety control with a turn to the left.

Turn on cold water. This automatically starts Disposall action. All food wastes are shredded into tiny particles . . . and *washed* away.

G-E DISPOSALL

Trim and specifications subject to change without notice.

The General Electric Way To Wash Away Garbage

GENERAL ELECTRIC



When you travel you can

take home ideas from the high seas

A trip on a modern steamer like the "S. S. Brazil" can be as rewarding as a course in decoration

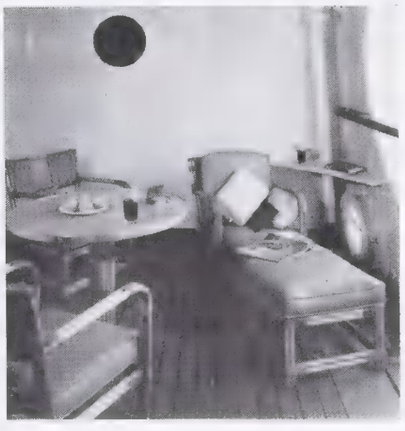
PHOTOGRAPHS BY RICHARD AVERILL SMITH



• To make a small cabin look larger, wallpaper and draperies have same motif. Pattern, by designer Ben Rose, is embroidered on the fabric—an idea to conjure with if you want distinctive draperies. It's a free-form rendering of tropical motifs, appropriate to a ship which plies to South America. William F. Schorn designed décor for Moore-McCormack Lines.



■ Ships, planes, trains, hotels, even waiting rooms teem with ideas for home-conscious travelers. This cabin, looking like a living room, with bolster-back sofas which become beds, is a notion for a guest room.



■ Adjoining this cabin is a pint-size veranda where you can read, relax, or soak up sun in privacy. While you're enjoying such luxury, this might suggest a re-do of your home terrace, with privacy in mind.



CHARLES OF THE RITZ COSMETICS



■ The opened center section of this triple-purpose chest becomes a neat, workable make-up table. When closed, it becomes writing space. Marine hardware—a pull-ring set flush in the wood—leaves a smooth surface, a good idea to borrow for cabinets at home. Walls and built-ins, painted to match, increase the illusion of spaciousness.



She knows...

She's the woman other women copy . . . in dress,
in entertaining, in home decoration.
She knows the importance of every detail
to the total effect she wants to achieve.
So you'll find a Church Seat in her bathroom.
And on the walls, the gleaming beauty of
Church's new companion product — Church Wall Tile.
Both in lovely decorator colors. The quality of both attests
to her good judgement, their beauty reflects her good taste.
The name "Church" on any product
stamps it beyond question as the best.



Church Seats
"THE BEST SEAT IN THE HOUSE"

Church Colored Seats, in Pearl or Plain finish, available at better plumbing stores everywhere.

Church Plastic Wall Tile, in 23 beautiful decorator colors, at your favorite floor covering dealer's.

C. F. CHURCH MFG. CO., HOLYOKE, MASS.
Division of American Radiator & Standard Sanitary Corporation

Serving home and industry: AMERICAN-STANDARD · AMERICAN BLOWER · CHURCH SEATS
DETROIT LUBRICATOR · KEWANEE BOILERS · ROSS HEATER · TONAWANDA IRON

Only General makes child's play of every bare floor chore!



POLISHES • BUFFS
WAXES • SCRUBS • SANDS
REFINISHES • DRY CLEANS . . .
EVERY TYPE OF FLOOR!

The sensational GENERAL Twin-12 Floor Machine with
2 WAXING BRUSHES,
2 POLISHING BRUSHES,
2 BUFFERS.

General is Easier and Quieter to use than a Vacuum Cleaner!



EXCLUSIVE SNAP-ON SIDE HANDLES for furniture, wall panels, automobiles, etc.

NEW BEAUTY FOR EVERY FLOOR! Wood, asphalt tile, rubber, linoleum, cork, terrazzo. *In minutes,* General works-in a glorious protective finish that *lasts for months!*

EASIEST, SPEEDIEST OF ALL! That's General! Perfectly balanced, vibration-free—General makes new floors out of old . . . keeps new floors new *with fingertip ease!*

COUNTER-ROTATING TWIN-MESH BRUSHES! No unpolished center strip! No 'walking' sideways! Not a 10" but a full 12" swathe!

BRUSHES OUTLAST OTHERS 3 to 1! General's bristles are longer, fully packed—and every inch of bristle is usable! No floor-marring parts are exposed as bristles wear!

GENUINE LAMBS WOOL BUFFERS! Only General gives you complete, individual buffing units—no mere felt pads!

GENERAL SAVES STEPS, TOO! Extra-long 47" handle, plus 30-ft. electric cord!

FULLY GUARANTEED! Built for years of service by the makers of the world's most complete line of floor machines for homes, business, industry, institutions! Try the General yourself at better dealers coast-to-coast!

FREE! Colorful 16 pg. Booklet!



GENERAL FLOORCRAFT, Inc., Dept. 36, 421 Hudson St., New York 14, N.Y.
Without cost or obligation, rush me your exciting, educational 16-page booklet—"Floor Beauty the Easy Way"!

NAME_____

ADDRESS_____

CITY_____ STATE_____

Good Design Makes Gardening Easier

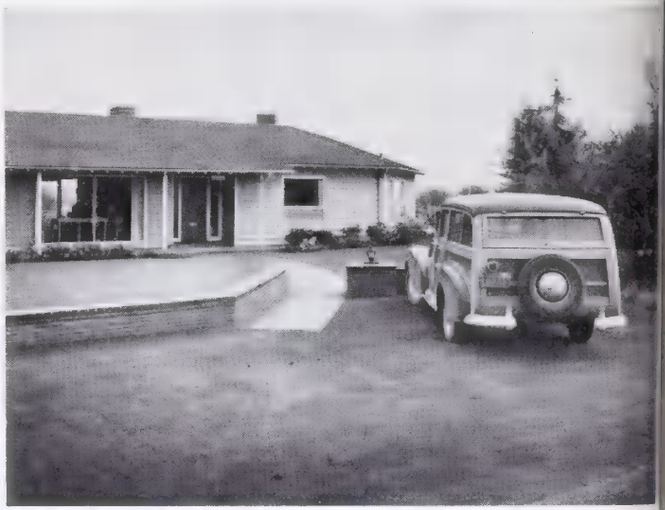
FLORENCE AND WALTER GERKE, LANDSCAPE ARCHITECTS



Sloping ramps instead of steps

• By using gently sloping grass ramps instead of flights of stairs, the landscape architect has saved this homeowner the arduous task of carrying her heavy garden equipment up and down steps. This garden is built on a steep hillside overlooking the winding Columbia River. The grass ramps connect the various terrace levels of the garden—which is a practical way to make your gardening easier.

PHOTOGRAPHS BY MAYNARD PARKER



Plan for off-street parking area

• This off-street parking area provides room for both parallel and head-in parking of cars. It was planned close to the front door for the convenience of guests who don't like to walk too far to get from their cars to the house. The curve of the mortared entrance brick walk follows the curve of the low front wall. This one element alone gives harmony to the design plan—an important point to remember.

(Continued on page 174)

New Ideas in Room Decoration WITH PITTSBURGH GLASS



HERE'S A CLEVER WAY to make one picture window do the work of two! A Pittsburgh Picture Window frames a lovely view in one wall of your room . . . and on the opposite wall you place a big built-in mirror of Pittsburgh Plate Glass, so that it faithfully reflects window and scenery. Result: whichever wall you look at, you're enjoying outdoor beauty! (Note the modern glass table top and the ingenious use of plants to dramatize the mirror.)



DAILY DOUBLE. Rush-hour convenience and smart good looks are achieved in this powder room by twin lavatories, set into a handsome counter top of polished, impervious Carrara Glass. Walls and ceilings are Carrara, too . . . and the semi-partition is of corrugated glass. A flush-set mirror of Pittsburgh Plate Glass adds the final fillip of beauty and utility.

MADE PPG FROM PITTSBURGH PLATE GLASS

THIS LABEL identifies products made of genuine Pittsburgh Plate Glass.

NEW HOME BOOKLET. 24 pages of practical suggestions for effective use of glass in your home. Illustrated in color. Ideas for new homes and old. Send the coupon for your free copy.

PLEASE PRINT

Pittsburgh Plate Glass Company
2061-1 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your free, illustrated booklet, "How to give your home Glamour with Glass."

Name.....

Street.....

City.....

County.....State.....

PPG

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

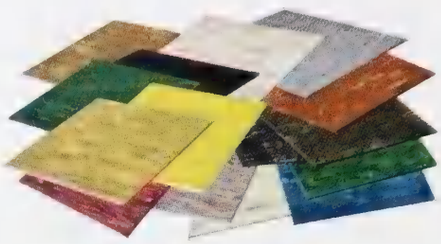
PITTSBURGH PLATE GLASS COMPANY

Give your home these 3 floor beauty features only available in Kentile Rubber Tile



Exclusive THEMETILE

You can do such exciting things for your floors with these decorative inserts. See how they add sparkle and distinction to the room shown here . . . think how *you* can create your own thrilling designs!



Many Luxury Colors

Beautiful floors are colorful floors . . . and only *Kentile Rubber Tile* gives you all these exquisite shades to make your rooms glow in smart new harmony.

Kentile Rubber Tile color shown in illustration: Brocatelle



Cushioned Beauty

Give your floors this resilient luxury with *Kentile Rubber Tile!* It's so comfortable to walk upon . . . you'll find you never knew a floor as restful as this "Cushioned Beauty".



YES, *Kentile Rubber Tile* gives you the three big things you want on your floors today . . . a smart, new, custom-designed appearance . . . the luxury of lovely colors that can't wear off because they go all the way through each handsome tile . . . the completely delightful feeling of "Cushioned Beauty" underfoot to ease and quiet every step! And *Kentile Rubber Tile* gives you even more! This wonderful floor wears years longer than you'd ever expect. It looks so expensive, but it actually saves you money! Available at your local Flooring dealer's now.

So easy to clean . . . Kentile Rubber Tile always looks polished! One remarkable thing about this beautiful floor is the way it holds its lustrous, freshly polished look . . . but you seldom have to wax it. Just a swish of a damp mop keeps your *Kentile Rubber Tile* floor shining clean, glowingly lovely. You'll find it practically cuts your housework time in half.

KENTILE RUBBER TILE®

Find out from your local Kentile dealer how little it costs to enjoy this rubber tile in your home. Look under FLOORING in your Classified Directory for his name and address.

KENCORK • KENTILE RUBBER TILE • KENTILE, INC., 58 2nd AVENUE, DEPT. D-1, BROOKLYN 15, N. Y.

IS THERE AN AMERICAN STYLE IN ART?

CONTINUED FROM PAGE 93

their traditional function of recording people, objects, and events was not now meaningless. Some artists turned from painting the outer man to probing the inner one. Others decided that the new invention had freed them from the necessity to record or even to interpret anything. They could now concentrate on making beautiful pictures, on arranging interesting shapes and brilliant or subtle colors in compositions that would be their own justification. They need no longer depend on a story or on intellectual or emotional associations for their appeal. The aim of these artists was to create songs without words, as it were, painting visual harmonies that would be as satisfying as aural ones. All agreed that these new paintings existed primarily as compositions of shapes, lines, and colors, stimulating on their own account rather than for what they might mean or what they might represent.

AMERICAN painters, however, have generally given their abstract painting a slightly different cast from what we find abroad. French artists, for example, are likely to concentrate on sensuous effects, on the allurements of certain colors, on richness of surface, on the play of shape against shape —in short on seducing the eye. German artists manage with their geometrical shapes to express something of explosive force and mystical meaning. Americans are more likely to work for clean, pared-down compositions which, perhaps unconsciously, are a reflection of our national love affair with brisk efficiency, bright machinery, and progress in technology.

This tendency is demonstrated most obviously by paintings in which the machine itself is the subject of the composition. (For there are numerous varieties and degrees of abstraction and some employ forms that are easily recognizable by any schoolboy.) One example is the painting called "Incantation" by Charles Sheeler (see page 92), one of our best known artists. Its title and its forms make plain that he has found an inspiring quality in the forms developed by our engineers. Others bring to their semi-abstract paintings of machinery a kind of romantic approach which is also typically and endearingly American.

In "Cranes" by Arthur Osver (page 93), one of the pictures hung in the Metropolitan's recent survey show, one may see how the forms of machinery inspired one artist to paint what is essentially a twentieth-century urban version of the traditional romantic forest landscapes of an earlier day.

Another type of painting which has become an international expression but takes on a different character in this country is surrealism. This style developed when artists turned from painting the outer to painting the inner man, while almost simultaneously Freud began poking around in the dim recesses of the human mind. Surrealists paint dreams and fantasies. Perhaps the best known exponent of surrealism in the world is Salvador Dali, whose paintings of wilting watches overrun with crawling ants have become almost as familiar as were Maxfield Parrish's bright blue landscapes of nymphs cavorting in bosky dells, two generations ago.

There are many surrealists working in America today, but I know of none who paints with Dali's concentration on the macabre. (Recently he has turned to religious subjects.) Perhaps our artists sleep more soundly than Dali, or at any rate have less appalling dreams. They, too, paint the unrelated objects one sees in dreams, and sometimes the strangely juxtaposed shapes take on elusive but ominous significance, like the heaps of grotesque objects one sees illogically thrown together in photographs of a wreck or a bombing. But more often they spell nostalgia, recalling associations and significant objects out of the past.

SOMETIMES the line between surrealism and abstraction grows very thin, as when our artists, exploring the mythical, infinite world of dreams, paint unidentifiable but vivid forms vaguely like the shapes of the moon or stars, the dim outlines of people long forgotten, the patterns of children's games. Rarely, however, even in the grimmest of our surrealist paintings, will you find an American artist depicting with almost doting affection those Freudian symbols which occur and re-occur in the work of Dali and most of the other European surrealists.

Expressionism is another powerful force in American art; and the theories of our native-grown expressionists are very similar to those of artists using the same technique in other countries in the world.

(*Continued on next page*)

"forever yours"—a new triumph by The Tiffin Glassmasters



Forever yours is what you'll make this brilliant new pattern in stemware that brings so much great beauty at so little cost to all your table settings! Brilliantly cut, beautifully clear, utterly graceful—it is crystal of a quality and of an elegance undreamed-of at this price. At all fine stores across the land—just write us for name of one nearest you.

The Tiffin Glassmasters
TIFFIN, OHIO



the newest idea in kitchens is...

suit yourself!



suit yourself about kitchen arrangement when you choose Curtis wood cabinet units! These sturdy, lifetime lasting wall and floor cabinets come in 20 basic types and 70 sizes. Hardware is furnished and applied. *Any* size or shape kitchen can be a step-saving Curtis kitchen.

suit yourself on color schemes, too! Curtis wood cabinets are delivered to your home prime coated in white—ready to take any color of your choice. Your Curtis kitchen can express *your* personality—*your* color preference—not some standardized selection. And you won't be "wedded for life" to a single color scheme—because Curtis kitchens are easy to repaint.

suit yourself in your choice of kitchen conveniences. Curtis cabinets include a handy snack bar—a space-saving "slide away" table top—a roomy broom closet—special storage units for your mixer and vegetables—and a host of other features.

Now's the time to plan for more kitchen beauty—convenience—freedom! Mail the coupon for our fully illustrated kitchen idea book.

1866 CURTIS WOODWORK

Curtis Companies Service Bureau
566 Curtis Building
Clinton, Iowa

Here's 10 cents for your book, "It's Fun to Plan Your Own Kitchen."

Name.....

Address.....

City.....State.....

IS THERE AN AMERICAN STYLE IN ART?

CONTINUED FROM PRECEDING PAGE

Their aim, very broadly stated, is to paint something of man's thoughts, his hungers, his pleasures, his agonies, and his conditioning environment. They strive to do this without losing sight altogether of visual reality, although distortion is often employed for heightened expressiveness.

But even in this field there are discernible differences between the American and European usages. They were strikingly emphasized in the 1950 Pittsburgh International Exhibition of paintings held last fall in Pittsburgh's Carnegie Institute of Fine Arts. Walking through the long gallery, inspecting the works of contemporary painters in England, France, Germany, Italy, Spain, and other countries along with the American, thoughtful observers noticed immediately one sharp difference between American and European work. Our paintings, oddly, were gloomier than those created in countries which had so lately been the scene of wholesale destruction and even now are occupied by foreign armies.

THIS feeling of despair, this heavy sense of foreboding, seemed quite uncharacteristic of the American nature. What had happened to our customary cheerfulness, our traditional resilience, our unfaltering optimism? Even in those famous "ashcan school" paintings, executed just before World War I by John Sloan, George Luks, and others, in which for the first time in American history our artists portrayed the seamier side of American life, there had been a certain bounce and heartiness. Those earlier artists were not saying in their work, "See how ugly are our new city slums," bu rather, "See how much vitality an color can be found in them."

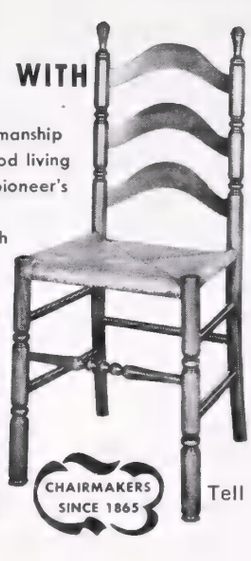
The new gloominess is differen And yet, on further thought, th very difference seems a peculiarl American expression. It is becaus we are traditionally such optimis that our artists cannot view th horrors of the world today wit equanimity. The artists of Euro have become hardened to war an destruction. Insecurity has for s many centuries been part of the way of life that they take it fo granted. Having lived through th carnage of the last war, nothin the future holds can frighten the and nothing, they may feel, wi make very much difference.

IN AMERICA we are not that cy ical. We cannot accept destru tion and war as inevitable. I threat hangs like a terrible pa over all our conscious momen Not many of our artists, like tho of Europe, can put it out of the minds to create instead that pr fusion of joyous landscapes, nud and still lifes which, so surpr ingly, filled the French, Spani and German sections of the Pit burgh exhibition.

This sensitivity to the worl ills marked chiefly the expressio ist works in the Pittsburgh e hibit, many of which dealt sp cifically with contemporary soc themes. But it was evident greater or lesser degree in ma kinds of pictures on view. Even a simple still life, one saw for put together in strange, styliz tortured patterns, almost like sy bolic labyrinths from which the was no escape. Even in them the was a terrible feeling of bei

ENJOY EASY LIVING WITH LADDERBACK

Tell City's 86-year-old craftsmanship in making good chairs for good living brings to modern homes the pioneer's penchant for chairs that can lead active lives, improve with age and always "sit easy!"



GENUINE HAN WOVEN FIBRE S



No. 359—36⅝" h seat 16" x 13⅝". Other patterns i pairs for dining, singles for occas and rockers—in choice of Walnu Mahogany, Ma or Cherry finish

TELL CITY CHAIRS

at all better stores

CHAIRMAKERS SINCE 1865

WRITE FOR FREE "Guide to Good Chairs" and Decorator Book on Period Styling

Tell City Chair Co., D
Tell City

hemmed in by some nameless force the artist could not throw off.

THERE are many other types of American painting today too numerous to enlarge upon here, but most of them are derivations or variations of the main types already indicated. Even realism, which we think of as the most traditional and typical expression of traditionally matter-of-fact Americans, has been touched by the influence of these contemporary trends. One rarely sees paintings in American museums and galleries today which are completely realistic, camera-accurate renderings of observed facts. Yet there are some, painted by artists who are content to leave exhortation, psychological revelation, sociological meaning, contrived decorative pattern, or romantic dreaming to others. Indeed, their work is likely to find the greatest popular audience of all, despite the fact that a great many of the so-called intellectual elite are apt to decry it as being of little interest.

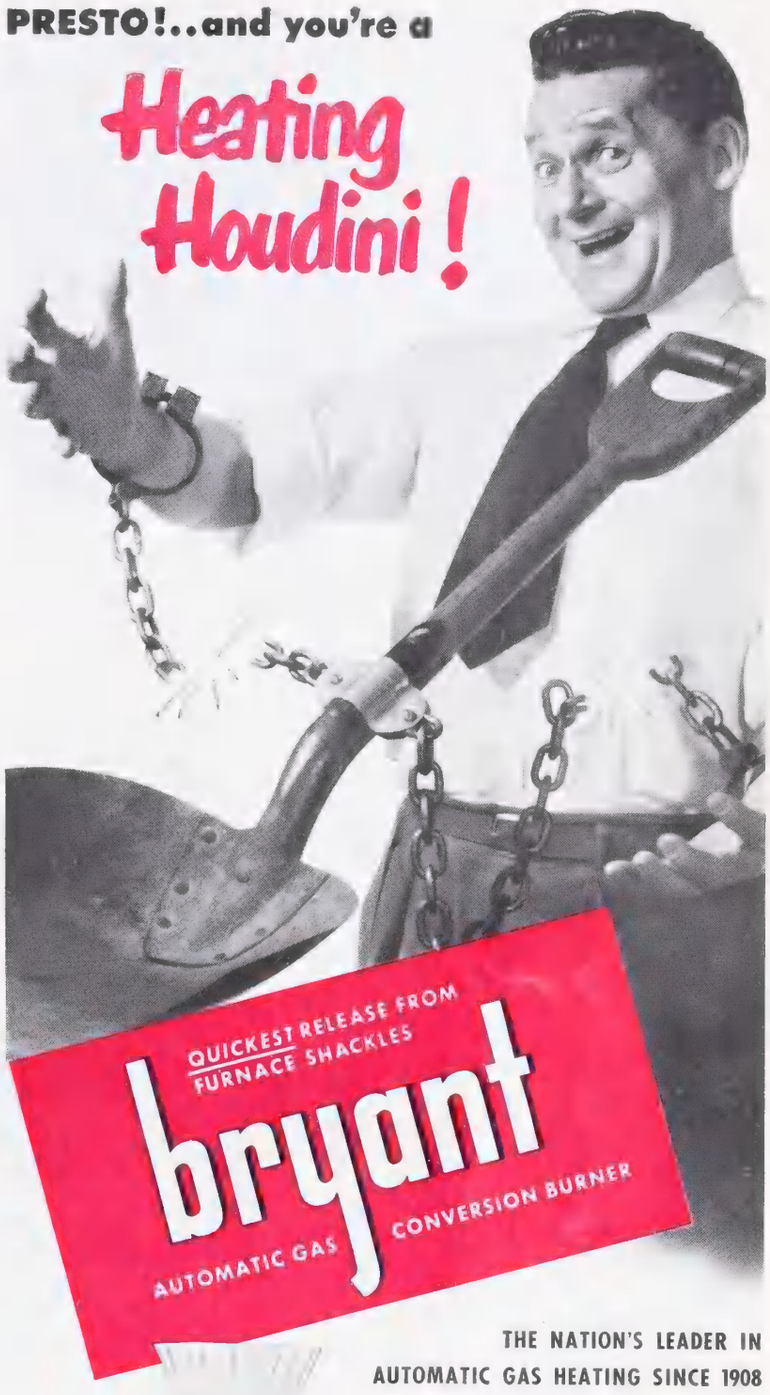
But there is no law in America which says that a man must favor any particular kind of art or, for that matter, that he must enjoy art at all. There are educated, sensitive, intelligent people who still see no virtue whatever in the pictures which other educated, sensitive, intelligent people spend great sums of money to own. It is reasonable to assume, though, that if people of discernment and experience *do* find certain art expressions rewarding, it might repay others to give these expressions some time and attention with the thought that they, too, may eventually find stimulation and pleasure in them. It is important to remember that the dislike you may feel for abstraction doesn't necessarily mean that you won't enjoy surrealism. You should no more expect to enjoy all kinds of American art than you would expect to enjoy and be friends with all kinds of American people.

Only allow yourself to be introduced to and get to know them, so you can make up your mind. Let them talk to you. See them often. Only then can you understand the different categories and learn to appreciate the best efforts in any one. And only then should you decide which kind is, or is not, your dish.

INCIDENTALLY, as a result you may in some degree be playing a creative role in developing our American style in art. Artists of integrity and serious purpose are most anxious that their ideas find a receptive audience, as opposed to the public-be-damned pose of those who adopt the artist's life as a cover for idleness or waywardness, and attempt to conceal their incompetence by charging blindness to those who do not see in their work what actually isn't there. Serious artists are not intimidated by Americans' readiness to boast that "they're from Missouri" and have to be shown, so long as there is willingness to accept what appears honest and sincere, even if it is new and strange.

This increasing willingness, intelligent and challenging, may turn out to be the one force which will move our artists to turn away from the involved and indecipherable private symbolism which has characterized too much of modern art. It may prompt them to adopt a form of expression which communicates to other Americans, what they, painters of sensitivity, talent, and insight, feel about the world around us and about ourselves.

PRESTO!..and you're a Heating Houdini!



THE NATION'S LEADER IN AUTOMATIC GAS HEATING SINCE 1908

You don't have to be an "escape artist" or a magician to free yourself forever from the drudgery of furnace tending. *In just a few short hours*, you can be set for years of clean, carefree heating. That's how quick and simple it is to have a Bryant Automatic Gas Conversion Burner installed in your present furnace or boiler. Then, from the moment you press the famous Bryant Push-Button Ignition your heating troubles are over. You're on your way to completely automatic, economical heating. Choose, from the three types of burners that Bryant offers, the conversion burner that is best suited for *your* furnace or boiler, the Bryant burner that will free you in a hurry from furnace slavery, with Automatic Gas Heating.



Let the pup be furnace man and water boy too!

bryant AUTOMATIC HEATING

Bryant Heater Div., Dept. 47,
Affiliated Gas Equipment, Inc.,
17825 St. Clair Ave., Cleveland, O.

Send me literature on Bryant residential heating for ( ) steam, ( ) hot water, ( ) warm air. Available gas is ( ) natural, ( ) manufactured, ( ) mixed, ( ) LP-gas.

Name _____

Address _____

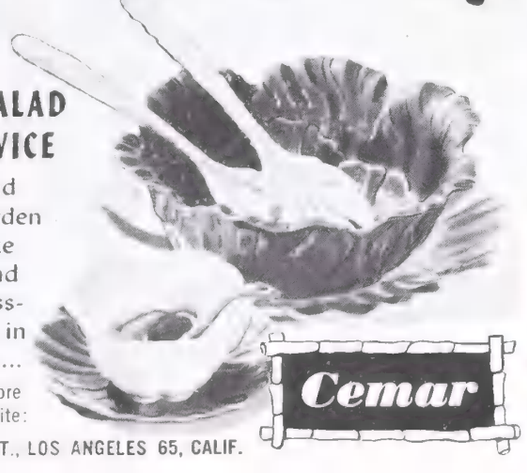
City _____ State _____

FOR SALAD THAT SINGS

Cemar

GARDEN LEAF SALAD SERVICE

Large, luxurious salad bowl and plate in Garden Leaves, with king-size servers...the bowl and saucer for salad dressing to match. Lovely in lime and moss green...



For the fine store near you showing Cemar, write:

CEMAR, 3024 ROSSLYN ST., LOS ANGELES 65, CALIF.



veneered drop arm
balloon tire brass casters
seats three comfortably

the glendale

dramatic

gracious furniture for gracious living

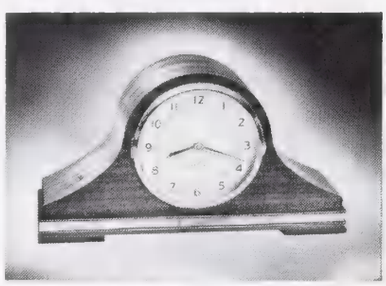
modern and traditional upholstered furniture

Futorian furniture

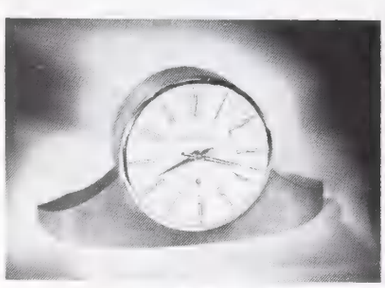
designed by forest wilson

futorian manufacturing company
1139 american furniture mart, chicago 11
or 1656 merchandise mart, chicago 54

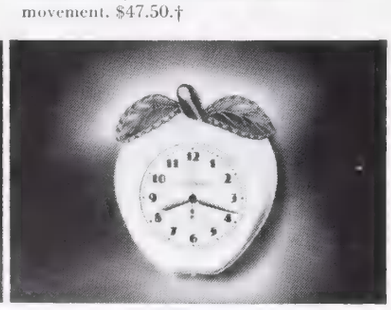
Now's the time to give the best time!



GIVE the Seth Thomas* Kenbury, so right for a big house, little apartment or just one cozy room! Selected mahogany case, electric or keywound Westminster Chime movement. $47.50.†



GIVE a new, new clock, so right for rooms in the modern manner! The Dynaire has smooth lines, easy-to-read dial, brown mahogany or blond finish on hardwoods. An electric at $19.95.†



GIVE a gay clock so right for kitchen or any casual room! The electric Pippin is the apple of your eye in cheerful red, green, yellow or ivory. The wall clock you've been wanting at $6.95.†

For folder illustrating other Seth Thomas Clocks, write Dept. H-2, Thomaston, Conn.

*Reg. U. S. Pat. Off. †Price subject to change, tax extra.

SETH THOMAS
The finest name in clocks
ELECTRIC AND KEYWOUND

CHORES FOR CHINA

CONTINUED FROM PAGE 64



• This is one of two wall niches which exhibit the hobby collection of fine china owned by Joseph Goldstone of Chicago. The niches are located in corners on either side of an expansive fireplace. The cool blues and whites of the chinaware inspired the color theme of the room.

PHOTOGRAPHS BY MAYNARD PARKER



• This early ironstone collection is both a show piece and a conversation piece. The plates hung on the wall were purchased by Mr. and Mrs. Walter Tancill, Chesterfield, Mo., during London's first blackout. Late finds in California and St. Louis filled out a distinguished collection

MODERN GETS MORE HUMAN ALL THE TIME

CONTINUED FROM PAGE 98

Our Modern rooms may be as functional as motors, but we refuse to have them look like machines for living. The distinguishing marks of the American brand of Modern are warmth and familiarity and an easy congeniality with both old and new, such as you see in these ingredients of the room on pages 98 and 99:

Furniture: "Easier Living" furniture of Shenandoah sycamore, designed by Russel Wright for the Statton Furniture Manufacturing Company, Hagerstown, Maryland.

Floor covering: "Easier Living" rug designed by Russel Wright. Artloom Carpet Co., Inc., Philadelphia, Pennsylvania.

Flooring: E. L. Bruce Company, Memphis, Tennessee.

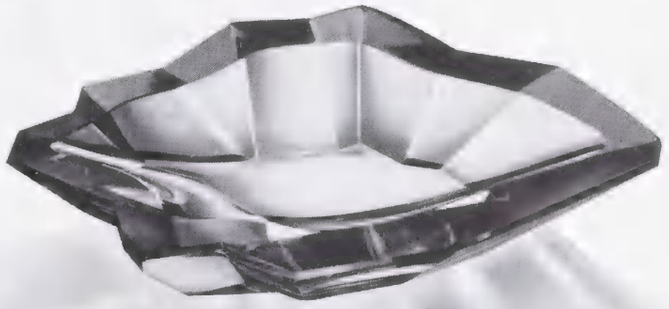
Fabrics: "Nostalgia" drapery fabric, Golding Bros. Company, Inc., New York, N. Y. Fiberglas curtains, Owens-Corning Fiberglas Corporation, Toledo, Ohio.

Lamps: Table lamp, Mutual Sunset Lamp Manufacturing Co., New York. Wall light, General Lighting Co., New York, N. Y.

Accessories: White compote and platter, courtesy of Mellina Studios, Washington, D. C. Ash tray, cigarette holder, ice bowl and white tureen, courtesy of The Early American Shop, Washington, D. C. Clock, covered wood bowl, and doll, courtesy of C. W. Lyon, Inc., New York, N. Y. Mats, flatware, and Heath pottery dishes, courtesy of The Glass House, Inc., Washington, D. C.



KARHULA



Large, strikingly beautiful ash-tray in heavy crystal . . . designed by Tapio Wirkkala. From our collection of Karhula Crystal art pieces imported from Finland.

Write for illustrated catalog, and name of your nearest dealer.

Exclusive distributors: finland house

41 EAST 50 STREET, NEW YORK 22

BARONET CHINA

For a regal setting, choose a regal china . . . BARONET



Here is a moderately priced china, with the quality to enhance your most elaborate dinner party, yet with the durability to make it practical for everyday use. It is convincing evidence that the years have not dimmed the skills of the old-time Bavarian craftsmen. AUGUSTA (*illustrated*) sparkles with graceful formalized leaves in coin gold and green. The same pattern is available in CYNTHIA with leaves in coin gold and maroon.

These graceful designs in ivory BARONET are on the Princess shape, with large dinner plates and footed teacups. At better stores everywhere.

Illustrated BARONET folders and the name of your nearest retailer will be sent on request.

Exclusive U.S. Representative

FISHER, BRUCE & COMPANY

223 Market Street, Philadelphia 6, Pa.
1107 Broadway, New York 10, N.Y.

Cool Vacation

AT THE MOST PLEASANT COUNTRY HOTEL IN AMERICA



To one part clear, sunny days, add
One part cool, starry nights;
Stir in a portion of particularly agreeable social scene, to taste,
Blending at leisure with very finest facilities for golf, tennis, riding and other sports;
Garnish with matchless Homestead service,
Place in colorful Alleghany mountain scenery, and
Serve in Old Dominion style.

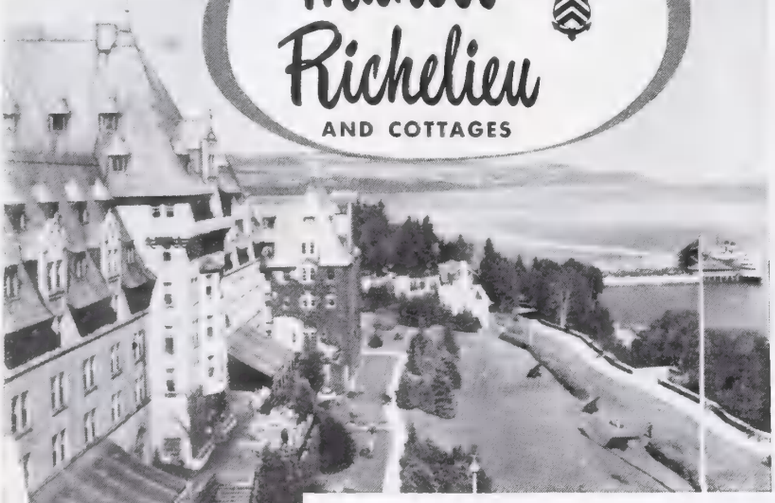
To be enjoyed thoroughly and remembered with pleasure

FAY INGALLS, *President*
FRANK H. BRIGGS, *General Manager*

The **HOMESTEAD**
HOT SPRINGS, VIRGINIA

NEW YORK OFFICE IN THE CHATHAM
PLaza 8-2490

Manoir Richelieu
AND COTTAGES



AT SMART MURRAY BAY, QUEBEC

This year stay and play in the beautiful Laurentians. Relax on the banks of the majestic St. Lawrence. Everything for everyone . . . golf, tennis, riding, large salt water pool, fishing in well-stocked lakes. Dancing in the Casino. Regular service by famous river steamers or by rail from Montreal.

Season June to September

The Manoir Richelieu is a division of Canada Steamship Lines. Offices in principal cities. See Your Travel Agent or write The Manoir Richelieu, Box 100, Montreal, Can.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 76

If you crave far away places, but not too far away, look toward South America. Although the season is the reverse of ours, most climates in South America are more a matter of altitude than month, with a nice steady tendency toward perpetual spring. So great was the demand for South America this past spring, that many of the new services inaugurated then will continue through the summer, plus a variety of tours into, through and around, by air or sea or both.

If you want a bargain, investigate "off season" opportunities in places like Florida, Bermuda, the Caribbean or Sun Valley. Puerto Rico, for instance, has acquired two new services, one by Alcoa passenger-freighter from New Orleans —$125 plus tax one way or a 19-day cruise with Puerto Rican stops, $350 plus tax; the other a new nonstop flight from New York by Eastern Air Lines, with minimum tourist class rates bringing your round trip to about $128. And Sun Valley's famous Summer Fun Weeks in June, July, August, and September give you all the facilities of this elegant resort, with summer activities substituted for winter, for from around $40 a week.

If you want to stay close to home, now is the time to investigate travel opportunities in your very own back yard. New York Staters and their neighbors, for instance, might well get acquainted with central New York's Finger Lakes region, six long, narrow lakes hanging like silvery pendants from Route 20, amid a pleasing spread of hills variously adorned by forest, farmland, vineyard, and innumerable waterfalls. For information as to the eight or so state parks serving this area, the towns offering accommodations, and activities of the Finger Lakes region, consult the Division of State Publicity, 112 State Street, Albany 7, New York.

Many a glacier

One of the chief charms of our western National Parks is that each has its own personality, scenically and otherwise. Montana's Glacier Park, for instance, distinguishes itself even at first glance by the sharp thrust of its knifelike gray peaks, each striped by a ribbon of purple-red argillite. But the Glacier's particular distinction is that it's primarily a hiking and riding park, equipped with some thousand miles of well-conditioned and well-equipped trails which lead to innumerable glaciers, high cirque flower gardens, wild-life haunts, and stupendous views.

As a result there are several ways to see Glacier, which you can take exclusively or in combination depending on your attitude toward mountains and the state of your muscles. The easy way is the all-expense park tour by open-top motor coach and launch, one and a half to five and a half days, around $25 to $75. All tours cross the park by Going to the Sun Highway, 50 miles of scenic splendor. The longer tours also cross the International Peace boundary into Canada's stupendous Waterton Lakes Park. Or you can drive your own car, arranging ahead for accommodations within the park, or taking your chances on those in parkside towns. Or you can settle in at one of the park hotels, chalets, cabin or auto camps, then take to your feet or to horse. The park has excellent ranger service will guide you. For information on tours in and through Glacier, contact your travel agent or the Great Northern Railroad on whose transcontinental route it lies. For rates and reservations within the park, consult the Glacier Park Company, Glacier Park, Montana.

Why not Hawaii?

If you have thought of Hawaii as beyond the limits of both your vacation and your pocketbook, look at these package tours, each calculated to save you time and money.

United Air Lines, Stratocruiser from San Francisco or Los Angeles, from ten days: Honolulu and Oahu Island, $330 plus tax, to 23 days: Honolulu, Oahu, Mauai, Kauai, Hawaii, $901 plus tax, with variations in between according to the length of your stay, the type of accommodation you select, and the number of islands you visit.

Pan American World Airways Strato Clipper from San Francisco, Los Angeles, Seattle, Portland, prices ranging on the same basis as above from seven days, $3[illegible] plus tax, to 21 days, $872 plus tax.

Northwest Airlines, Stratocruiser from Seattle, from nine days, $3[illegible] plus tax, to eleven days, $480 plus tax, also with variations in between.

Remember Cleo?

Age, apparently, cannot stale the infinite influences of the lad

alled Cleopatra. Right now when ou visit Egypt, you'll find she's tirring things up considerably be- ause excavators think they're bout to unearth the very tomb of leopatra herself. The Egyptian "season" actually begins in Sep- ember. But many find the breeze- ooled Mediterranean beaches of lexandria and their luxurious otels pleasant and comparatively nexpensive lingering even during ummer months. Cairo, from which ou visit the Pyramids and the phinx, is only three hours from lexandria. And only overnight rom Cairo is Luxor. From here you isit the famed Valley of the Kings, here the currently exciting exca- ations are going on along the alace- and temple-lined Avenue of he Sphinxes. The whole circle trip, ncluding two days at Cairo and wo at Luxor and a welcome if you re one for watching them dig up he past, is available on all-expense xcursions via the Egyptian State ailroads from Alexandria. Check ith the Egypt Tourist Develop- ent Association, 30 Rockefeller laza, New York.

Transcontinental break

Just to remind you that the reat Lakes cruising season is on. anadian Pacific on June 9 again uts its "Keewatin" and "Assin- oia" into weekly service between ort McNicoll on Georgian Bay, ake Huron, and Fort William, on ake Superior, providing either leasant cruising or a welcome reak in a trip across Canada ither by train or car. Round trip s $48.60, with meals and berth ne way ranging from $14 each in n inside cabin to $18 each for utside cabins. Rail travelers will nd boat trains making the three- our trip between Port McNicoll nd Toronto. Motorists can take heir cars along for $25 each way.

Marble halls

You might just possibly be empted to skip Newport, Rhode sland, either because it's a bit off he main highway to Cape Cod and oston, or because your only mem- ry of it is as the place where those nooty cousins of Grandma used to ummer. Don't! Driving east, you an short-cut to Newport Island by eaving Route 1 at Saunderstown. rom here a bridge takes you to amestown, and a ferry the rest of he way across Narragansett Bay. r, it is only 35 pleasant miles outh of Providence over the Mt. ope bridge. While Newport re- ains some of the opulence of its 890 heyday, its superior facilities for oceanside activities are today available from many a modest hotel and cottage. You can, of course, view its gingerbread castles from the avenues in the upper part of town and from Ocean Drive. In addition, Newport, being all of 312 years old, has much to offer those interested in history, early architecture, and atmosphere. A preservation project has opened to visitors a number of its choicer buildings, from the oldest, the Wanton, Lyman, Hazard House built in 1675, to perhaps its lushest, the seaside fantasy in imported marble, gilt filigree and carving built in 1895 by Cornelius Vanderbilt. To line up your sightseeing, stop at the Newport Tourist Information Center, on Mill Street, Route 138, in the center of town.

Europe on your own

If you are seeing Europe this summer without benefit of tour, you'll be particularly interested in these innovations, all calculated to help you get around with a minimum of fuss and bother:

Special intra-European travel trains will cross the length and breadth of Western Europe with facilities for customs and currency arrangements aboard to smooth your routes.

Two new luxury non-stop flights will get you there faster: TWA's Ambassador Constellation flights to London and Paris, complete with champagne and favors for the ladies, ten dollars surcharge. And BOAC's Monarch Stratocruiser flights to London, all the amenities including breakfast in bed at no extra charge.

Switzerland has applied its genius for concentration on a new information center: the Swiss National Tourist Office, Swissair, the Swiss Bank Corporation, all now at 600 Fifth Avenue, New York.

The French National Railways, offices in New York, San Francisco, Montreal, offer considerable savings on reduced-fare card available to those planning extensive rail or motor-coach travel in France.

Italy is issuing special gasoline coupons to motorists from abroad, good for a 38 per cent reduction in price, available in this country through AAA.

The International Air Transport Association is setting up improved connections between trans-Atlantic and European airline schedules, with more frequent flights, new

(*Continued on next page*)

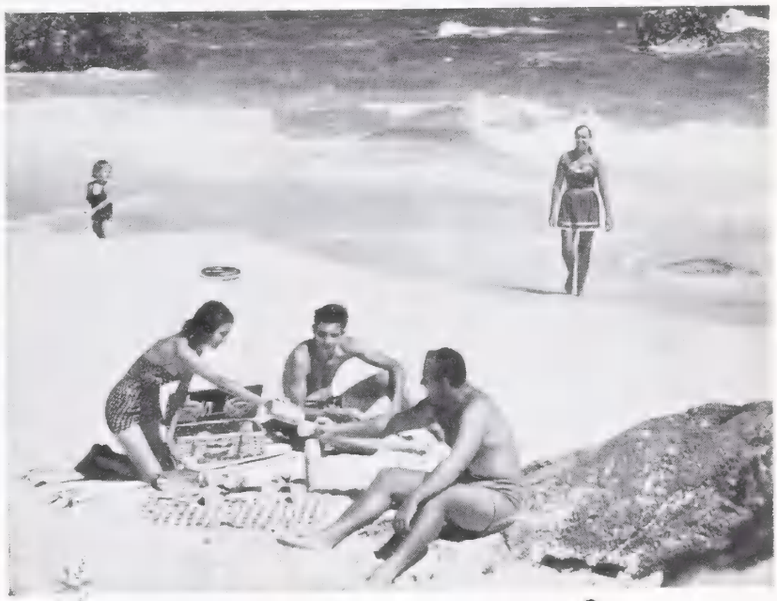
PLAYING . . . Superb golf courses, scene of many international matches, will make you play your best game.



So much to look forward to!

Brilliant sun, sky and flowers. Tennis on perfect courts. Fishing you've longed for. Sailing where a breeze never fails. Swimming in the bluest water.
Cycling to a favoured picnic cove. Living to suit your mood—gay and social in a world-renowned hotel or quietly and secluded in a charming guest house.

LOAFING . . . The sun's so soothing . . . pink sandy beaches so inviting . . . and there's no hurry.



Bermuda



Write for your **FREE** copy of the exciting 16-page Bermuda booklet . . . beautifully illustrated with full-colour photographs and map.

YOU CAN GO quickly by plane . . . or leisurely by ocean liner. Your Travel Agent will make complete arrangements for your Bermuda vacation—at no cost to you.

THE BERMUDA TRADE DEVELOPMENT BOARD
Dept. B-6, 620 Fifth Avenue, New York 20, N. Y.
Please send me, without charge, a copy of your new Bermuda booklet, "Bermuda Welcomes You."

Name _____
Address _____
City _____ State _____

Enjoy the marvels of

Italy



by motor
a new,
money-saving plan!

In Italy—sun-kissed land of historic treasures and romantic beauty—you can drive where your heart desires . . . inexpensively. Gasoline is plentiful, unrationed . . . and *a new gasoline coupon plan allows you a discount of about 35% on almost 8 gallons each day!*

Thrill to uncrowded highways that compare with the best on the Continent. Roll smoothly to the grandeurs of Rome . . . tour leisurely to the medieval Hill Towns...meander along the Mediterranean to the Riviera. Yes, by motor, all the glory and glamour that is Italy awaits the whim of your hand at the wheel!

But no matter how you travel or where you go in Italy, you'll find modern transportation, good hotels, delicious food, fascinating shops . . . and full value for your dollar.



For information consult your Travel Agent or

ITALIAN STATE TOURIST OFFICE
E. N. I. T.
21 East 51st Street, New York 22, N. Y.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

services, and lower rates for flights during off-peak night hours.

The British Railways, offices in New York, Los Angeles, Chicago, Toronto, urge you to buy in advance their mileage coupons, available only in this country, and good for savings up to 32 per cent on rail travel in Britain.

Ocean Monarch

One of the pleasanter opportunities for cruising coming up is the Furness Lines' just-announced schedule for their brand new "Ocean Monarch." A 15,000-ton, 20-knot liner built especially for cruising, the new Monarch accommodates 440 passengers, all in one class and all in square outside cabins with private tub or shower. A number of cabins can be combined for even more room, or for family groups. You get all the trimmings, from a swimming pool to an air-conditioned motion picture theater. As scheduled, the "Monarch" will make six-day cruises from New York to Bermuda and Halifax, June 9 and July 8; twelve-day cruises to the Saguenay, Quebec, Halifax and Bermuda, June 16 and 31, August 4 and 18; special Labor Day, Thanksgiving, and New Year's holiday cruises to Bermuda, and a number of West Indies cruises through next fall and winter.

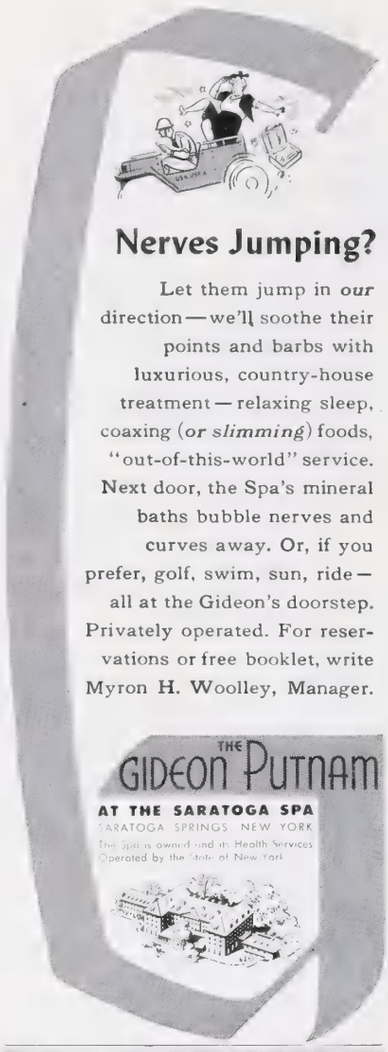
Different, at least, are:

A symbol indicating where pets are not allowed, to give additional value to Ray A. Walker's latest *Recommendations*, a listing of motor courts and vacation resorts in the East, from southern Ontario to Florida. Ten cents. Haverhill 1, Massachusetts.

A half-million dollar piscatorial palace—and overlooking Waikiki Beach, too—for the poor little rich fishes until now housed in Honolulu's ramshackle but still much visited Aquarium.

A swap system, whereby you exchange homes with a matching family for a rent-free vacation. Arrangements by Vacation Residence Exchange, 100 West 12nd Street, New York 18, N. Y.

More de luxe quarters on the "Ile de France." Her recent overhauling included the elimination of some cabins to give others more baggage and wardrobe space and to create two new super de luxe suites, the Versailles and the Fontainebleau.

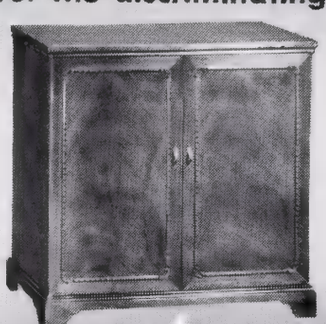


Nerves Jumping?

Let them jump in *our* direction—we'll soothe their points and barbs with luxurious, country-house treatment—relaxing sleep, coaxing (*or slimming*) foods, "out-of-this-world" service. Next door, the Spa's mineral baths bubble nerves and curves away. Or, if you prefer, golf, swim, sun, ride—all at the Gideon's doorstep. Privately operated. For reservations or free booklet, write Myron H. Woolley, Manager.

THE GIDEON PUTNAM
AT THE SARATOGA SPA
SARATOGA SPRINGS, NEW YORK
The Spa is owned and its Health Services Operated by the State of New York

Created—
for the discriminating



SCØTT
television-radio-phonograph—master of all three
SCOTT Radio Laboratories, Inc.
Chicago 40, Illinois

PUT WHEELS ON YOUR LUGGAGE
only $4.95



Save Your Back—Your Heart—Your Time and Your Money With The
"PORTABLE PORTER"
Why "lug" your luggage when you can roll it on wheels! "Portable Porter" can be attached or detached in a jiffy. Does not mar suitcase. Complete with wheel carrier, silent rubber-tread wheels, strap and handle. Money-back guarantee. Send only $4.95 for each, direct to
MacARTHUR PRODUCTS, INC.
Dept. P-2
INDIAN ORCHARD, MASS.
Pat. Pend

How to avoid worn spots in the lawn



• Concrete stepping stones can used as an auxiliary path in the g den. The blocks should be placed 12 14 inches from center to center if path is one that will be leisurely stroll



• Used bricks make a business walk. Use them as a path across lawn from garden to house. Pl blocks 18-22 inches apart because t fic moves faster on this type of p

PHOTOGRAPHS BY MAYNARD PARKER



• Fieldstone will save grass path tween two planting beds. Stones sh be set low enough to be mowed o Solid concrete walks should be where path will be heavily trave

Planning to Re-model

a single room . . .



If you can handle a hammer and saw, your family can have a beautiful wood-paneled room like this, easily, inexpensively, with a minimum of fuss and bother.

Just look what Weldwood paneling can do for your home. And the cost of its rich, warm beauty is surprisingly low, especially when you do the work yourself.

The big, quickly-installed Weldwood panels are available in a variety of fine cabinet woods . . . including oak, birch, walnut, mahogany and Korina.

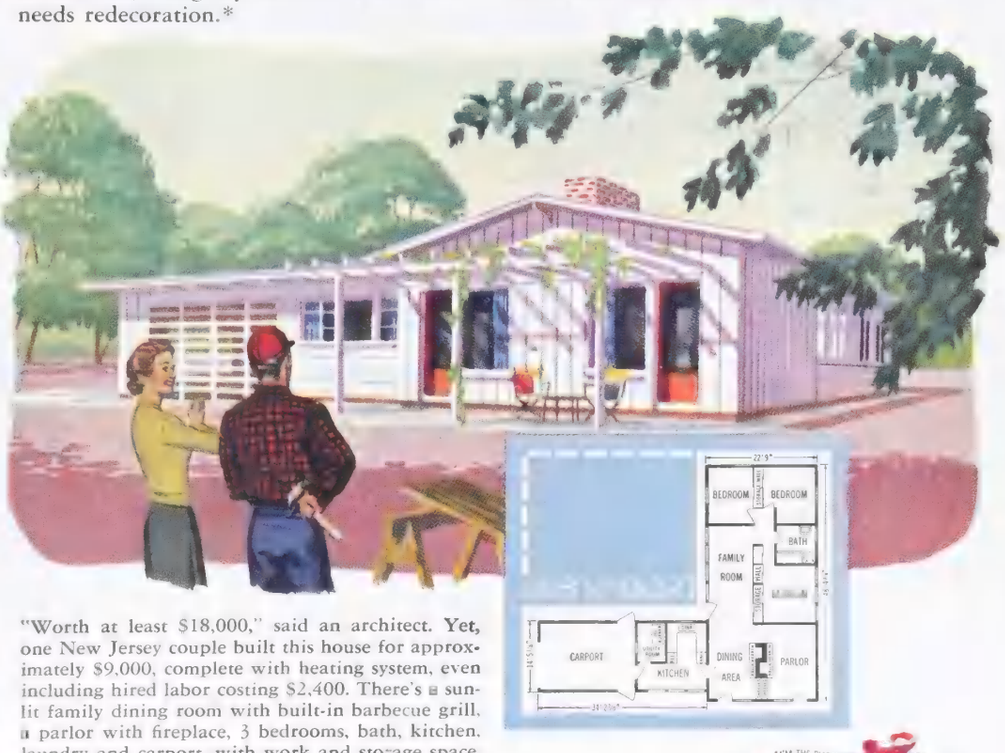
Weldwood Hardwood goes right over new walls or old . . . covers old wallpaper or cracked, unsightly walls . . . and never needs redecoration.*

See your lumber dealer soon and get complete information, including prices. He'll be glad to show you samples of the various woods available.

Also, use coupon for booklet, "Beautiful Wood for Beautiful Homes," and new Weldwood installation manual.

or Build

an entire house?



Save up to half the cost! Use Weldwood Plywood and new Easi-Bild patterns. Do all or part of the work yourself.

You'll be surprised how easily you can build this attractive, comfortable house, using the simple, step-by-step patterns offered here.

These full size Easi-Bild† patterns do away with hard-to-read blueprints. They show exactly how to make all angle cuts on rafters, gable studs, etc. Every step, from staking out the ground to hanging the closet doors, is clearly pictured and explained.

Use the coupon to order your Easi-Bild Patterns for this house. Or, if you're not quite ready to build, get the Shopping Guide now. This provides floor plan, interior views, and a complete list of materials required. With it, you can get accurate cost estimates for all needed materials. Also, you can use it to file for your building permit.

†T.M. Easi-Bild Pattern Co.

"Worth at least $18,000," said an architect. Yet, one New Jersey couple built this house for approximately $9,000, complete with heating system, even including hired labor costing $2,400. There's a sun-lit family dining room with built-in barbecue grill, a parlor with fireplace, 3 bedrooms, bath, kitchen, laundry and carport, with work and storage space.

Note, too, that this house is so designed that the two back bedrooms and carport could be added later if desired.

One of the biggest time- effort- and money-savers in this quality house is Weldwood Plywood . . . inexpensive fir for sub-flooring, side and roof sheathing . . . Weldwood Hardwoods for walls and built-in units. The large 4′ x 8′ panels go up fast and easily. Learn how you can build this house yourself and save up to half, or merely *manage* the job yet still save up to one-third!

Weldwood®
PLYWOOD

*Interior grade Weldwood Plywood is guaranteed for the life of the building in which it is used.

*T.M. THE PLASTIC INDUSTRY

Weldwood®

• • • MAIL TODAY • • • •

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46, N. Y.

☐ *Enclosed is 25¢. Please send illustrated booklet, "Beautiful Wood for Beautiful Homes," plus new 32-page detailed Weldwood installation manual.*

☐ *Enclosed is $5. Please send Easi-Bild Pattern #502 containing step-by-step directions, rafter patterns and complete list of materials.*

☐ *Enclosed is 50¢ for #502 Shopping Guide so I can get local costs on all materials required.*

NAME_____
HB—6-51

ADDRESS_____

CITY_____ ZONE____ STATE_____

Cordials by Cointreau



Before dinner, enjoy the delightfully refreshing Cointreau sidecar.

After dinner, Cointreau, the perfect liqueur with your coffee.

Cointreau Liqueurs are produced today exactly as they were more than a century ago. The 19 delicious flavors have long been associated with gracious living the world over. Cointreau Liqueurs . . . *The crowning touch to a perfect dinner.*

ANISETTE, CREME de CACAO, 50 PROOF. BLACKBERRY LIQUEUR, CHERRY LIQUEUR, APRICOT LIQUEUR, PEACH LIQUEUR, CREME de MENTHE, SLOE GIN, 60 PROOF. COINTREAU AND COGNAC. 80 PROOF.

For Free Copy of "The Gourmet's Guide to Dining and Drinking," send name and address to: Cointreau Ltd., Pennington, N. J.

Pour Cointreau on your favorite fresh fruits and enjoy the superb *exotic* taste that Cointreau lends to all desserts.

DISTRIBUTED BY RENFIELD IMPORTERS LTD., NEW YORK, N. Y.



PANTRY SHELF NEWS

by Julie Polshek

When one takes stock of the galaxy of elite salad dressings and dressing-making bases on store shelves these days, it's hard to believe that not many years ago the likes of them could be had only by taking oil, vinegar, and seasonings in hand for yourself. And, of course, you had to have the all-important know-how to blend them. Make no mistake, choosing and blending just the right amount of the seasoning and that herb is a fine culinary art.

What constitutes a fine salad dressing is a subject on which you'll find as many schools of thought as there are palate preferences. But all unanimously agree that the dressing makes the salad. The many and varied dressings and adjuncts offered commercially today run the gamut of epicurean personal tastes. I've previously introduced you to a number of them. Those that follow now are recent arrivals and a few that, though on the scene for a while, I've inadvertently slighted.

Let's start with the salad-dressing bases that allow for personal preferences so far as the type of oil and vinegar are concerned, yet afford the convenience and flavor benefits of expert choice and blending of the seasonings that matter so nightly in the end results. One such product is Calpre's Tossed Salad Vinegar, an offering of California Preserves Company. Their many fine foods have been purveyed for some twenty years by mail and through direct sales representatives, should you wonder why you've never met the brand-name on store shelves. Just add it to the oil you favor and with no further ado, you have a savory dressing that will win particular favor with all those who like their mixed-green salads peppy. It's peppery zest sneaks up on your palate and suddenly flares into a throat-warming fire. An accompanying recipe book contains interesting ways of using the vinegar as a seasoning medium, too.

Another unusual Calpre product, Mustard Sauce, isn't a salad-dressing base but it does have some very interesting salad-dressing uses in its repertoire that give it relevance. It has much the same kind of spicy sweetness you find in sweet gherkins, augmented with just enough mustard to add mild zest. Mixed with sour cream or mayonnaise, it creates an unusual and delicious dressing for cole slaw. And what a delightful fillip it imparts to cream dressings for fruit salads, particularly citrus ones.

To digress from salads for a moment, the sauce is equally commendable as a glaze for ham, a base for rai-sin-sauce, for deviling foods and, of course, *au naturelle* over duck, ham, hamburgers, or whatever. It provides recipes that give you guidance on such uses. (Three 10-oz. jars cost $1.50; 3 8-oz. bottles of the Tossed Salad Vinegar, $2.75; sampler, 1 of each, $1.50. From California Preserves Co., 2 Park Ave., New York, N. Y.)

Cheney's Choice Seasoning and Salad Mix takes us back to salad-dressing bases. Here's a superb seasoning merger that's truly different. Its ingredients explain why.

(*Continued on next page*)

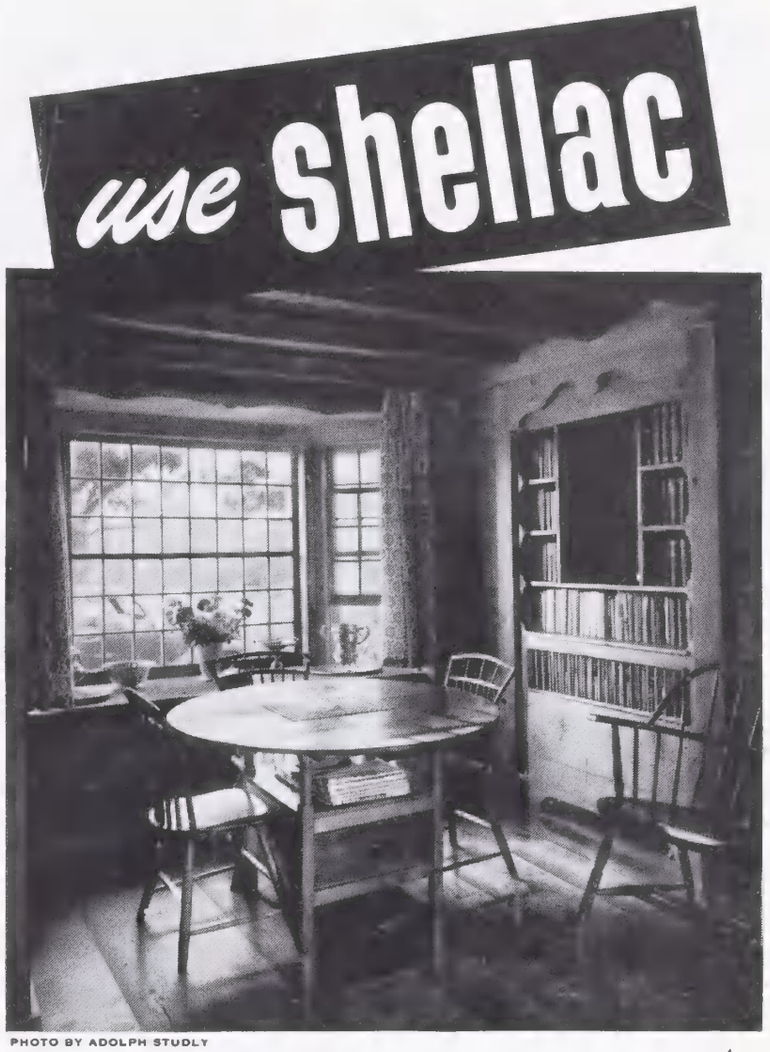


PHOTO BY ADOLPH STUDLY

For lasting beauty from the floor up!

gives a satin-smooth, natural finish to
FLOORS, PANELING, UNPAINTED FURNITURE

- ***Won't Scratch or Mar***
- ***Will Not Darken With Age***
- ***Outwears Other Finishes***

UNEQUALED WHERE A NATURAL WOOD FINISH IS DESIRED

More and more, the natural wood decor is gaining in popularity. New dens, dining areas, rumpus rooms, even living rooms are being enriched with the beauty of wood grain. If your plans call for wood, bring out its natural beauty with shellac—the finish that provides a richer, *longer-lasting* surface.

Shellac is Easy to Apply—Easy to Maintain
dries fast, simple to retouch and keep beautiful.

WRITE TODAY FOR FREE, HANDY FOLDER

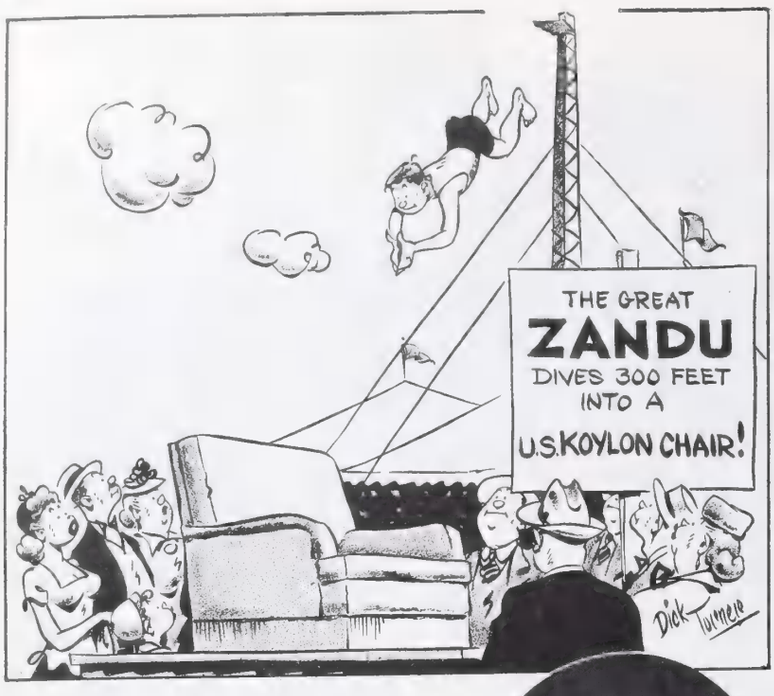
shellac INFORMATION BUREAU HB
of the American Bleached Shellac Manufacturers Assn., Inc.
65 PINE STREET, NEW YORK 5, N. Y.

Please send me your free folder, "How to Give Floors and Furniture the Finest Finish with Shellac"

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

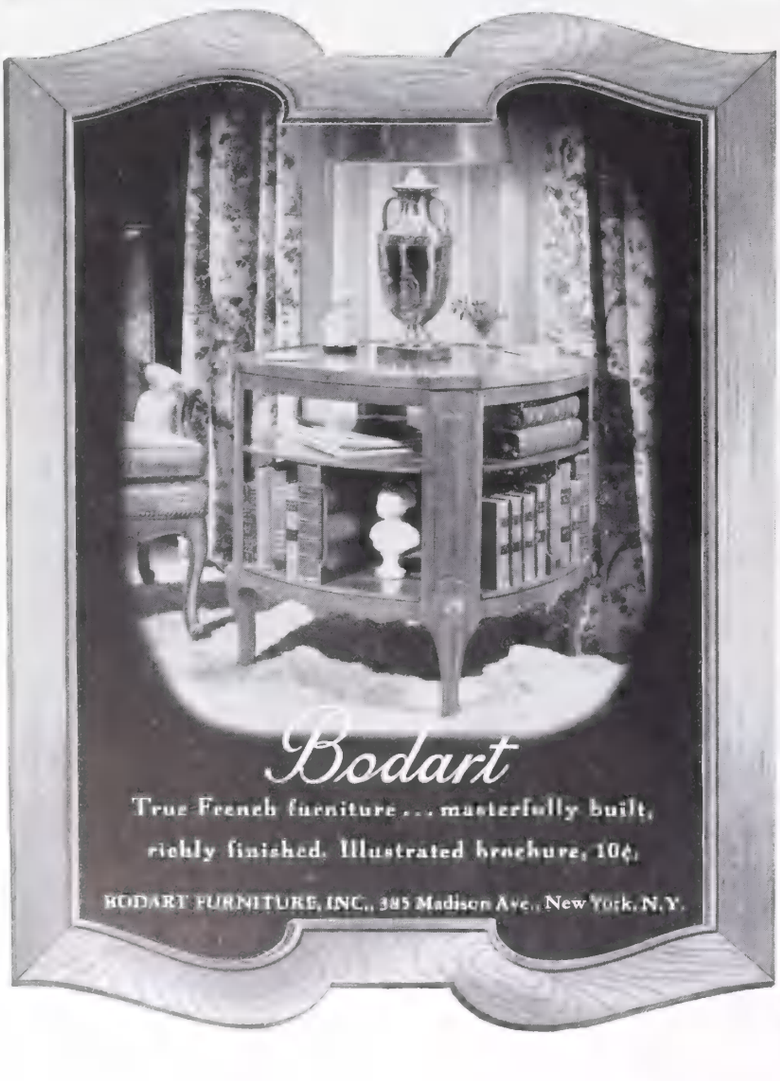


When you land on Koylon, you'll sit on the world's most luxurious cushioning. Super-whipped foam, resilient, never needs fluffing. In fine furniture at better stores.



U.S. Koylon® FOAM Cushioning

UNITED STATES RUBBER COMPANY
SERVING THROUGH SCIENCE



PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

Cheese, mustard, garlic, herbs, and spices all blend their savory goodness and tang in skillfully balanced proportions, to give the merger its scintillating, delectable flavor. It will win high favor with all those who like the unusual. As its name implies, the powdered mix has a food-seasoning province, too. Its scope, as you'll find from the recipe book, takes in virtually all foods. It has a way of lending sparkle to whatever it's teamed up with. (6-oz. jar, $1, from Epicure's Mart, 133 E. Putnam Ave., Greenwich, Conn.)

Four Seasons Salad Dressing Base, like the Cheney Mix, comes in dry form. It provides four types of dressing mixes: old-fashioned garlic, paprika French, Exotic Herbs, and old-fashioned French. The blends are formulated by the chef of one of California's most famous restaurants, and their high caliber offers proof of his culinary skill. Monosodium glutamate, is present in them all to accent the blends' natural flavors and, doubtless, also to stabilize them. Along with the four mix packets, you get a mixing bottle, conveniently calibrated so that oil and vinegar can be measured off right in the bottle. The measuring calibrations also include one for a small amount of water, used to keep the dressing from separating. The recipes include interesting variations of the four basic dressings and some delectable salad recipes, by the aforementioned chef, whose venture the Four Seasons kit is. ($1 complete. Refill mix packets, 5 for $1. Epicure's Mart.)

Now, let's bring the salad dressings forward. The first is a home packaging of the dressing created by New York's famous Sea-Fare restaurant for use on the tossed-green salad that's one of their stellar attractions. The egg yolks in its make-up give it the look of boiled salad dressing and the consistency of heavy cream. They contribute much, too, to the dressing's velvety richness, as does the fine olive oil base. Mustard, a superb blend of Oriental spices and herbs and garlic combine to give the dressing its unusual seasoning bouquet. The ingredients are merged so subtly that even the usually strident garlic doesn't get out of line. People who normally turn a cold shoulder to garlic dressings like it. Don't get the idea, though, that it is lacking in savory zest. ($2.50 for 16-oz. jars, from Sea-Fare Restaurant, 1033 First Ave., New York.)

Two of the finest traditional French dressings one could ask for comes from the kitchen of Soupcon presided over by a graduate of Cordon Bleu of Paris. As with their many other epicurean concoctions (unfortunately, not shippable) their Fresh Herbs-Garlic French dressing and Imported Roquefort Cheese Dressing (there's just the right amount of garlic in it to do the cheese justice) give proof of high blending skill. And the superfine ingredients used play no small part in the caliber of the finished products. The base of the dressings is fine, delicately flavored imported olive oil. The herb bouquet of the garlic dressing is a masterpiece: aromatic, scintillating, yet never brash. The cheese dressing is lavishly stocked with fine, long-aged Roquefort, that has a way all its own of glorifying a tossed salad. (Fresh Herbs-Garlic Dressing $2.75 a pint; cheese dressing $3.25, from Soupcon, 105 E. 61st St., New York, N. Y.)

Ice-Cream sauces as exceptional as the delectable new trio from the kitchens of Chanteclair Delicacies, deserve a niche all their own. Their likes are seldom encountered among commercial foods or even in home kitchens, for that matter. They answer to the names of Mocha Sauce, Peppermint Sauce, and Ginger Sauce: but should have a middle name. Butter Cream. That way people would know their unusual make-up. Fine creamery butter and heavy cream provide the rich-as-rich base of all three. But there is even more ingredient-knowledge behind their luscious taste. In the case of the Mocha Sauce, the chocolate content is noisette paste, which is a mixture of finely ground filberts and rich chocolate that gives such distinction to fine continental chocolate candies. That and the coffee content of the sauce give the mellow butter-cream base a sparkling tang.

White chocolate, which you encounter in the coating of many fine candies, is the surprise package of the Peppermint Sauce. It mingles its rich goodness to perfection with the flavor of the oil of peppermint, butter, and cream. The peppermint shines through it

...in sprightly fashion with only ...sharp edge of its refreshing ...or toned down.

...he intense savor of the Ginger S...re is achieved by the use of fr...hly-ground ginger root. What a ...ifference that detail makes in th... flavor! The butter and cream ri...lly fortify the ginger's sharp- ne... with a mellowing base. It's ho...venly, aside from its ice-cream re... on grapefruit or pears, on m...on balls, too, although here the p...permint gets my vote. But such il...gs rest with one's taste. And w...t better way to glorify bread o...ice pudding or Bavarian cream?

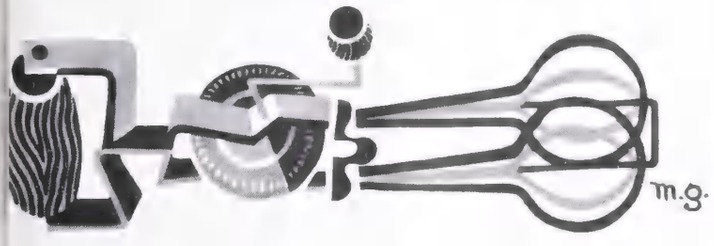
...hough the ingredients of the s...ces necessarily make them a lit- tl... more costly than most, they're w...th it; besides, so rich a mite g...s a long way. (Three 12-oz. jars, $...5; from Vendome Inc., 415 M...dison Ave., New York, N. Y.)

...o all those who dote on nessel- re... toppings, or pies made of the m...ture, I highly commend a lus- ri...s one available from Calpre. ...ed Fruit Fantasy with Rum P...ch Sauce. The thick, dark-red m...ture of chopped peaches, water- m...on rind, pineapple and mara- s... no cherries is lavishly stocked w... chopped pecans. A rich, thick s...ce, pungent with fruit and rum fl...ors, gives the delectable mix- tu... its crowning touch. (Three ...ound jars cost $3.75.)

...meat tenderizer may not have th... glamour of the sauces mentioned a...ve, but it occupies an important p...e on the food agenda these d...s. Time was when you settled f... nothing less than the elite meat c...s. But at today's prices, it some- ti...es becomes expedient to give a... nought to cuts of lesser prestige. ...tifying them with 3-V Papaya M...t Tenderizer is a way in which y... can, so to speak, have your c...e and eat it. You'll be amazed a... the wonders it works on inex- p...sive cuts or on costlier ones t..., now and again, don't measure ... And it doesn't alter their natu- r... flavors; nor does it impart any f... or of its own, which are im- p...tant considerations, too. The t...derizer is made of vegetable pepsin, widely used for medicinal purposes. In the tropics the papaya pepsin extract has been used for generations as a meat tenderizing agent. You simply spread it on the surface of such things as steaks, chops, stewing meat, or infuse it into minute perforations here and there in the case of roasts or fowl. If you have equipped yourself with the Savorizer you met in these columns a while back, here's a job you'll want to turn over to it. (A 12-ounce jar costs $1.60, from Charles & Co., 340 Madison Ave., New York, N. Y.)

Prepared Welsh rarebit has been around for many a day, but when what looked like a piece of golden wurst appeared in the mail one day, no one could have been more incredulous than I was. Once I got over my surprise, I realized that this unique packaging isn't just a gimmick, as it were. You could slice off as little as a mouthful or use enough for a cheese sauce and return the rest of the roll to the refrigerator for future use.

It's the product of Purity Cheese Company, and, as is true of any Welsh rarebit, the fine quality and tangy mellowness of the cheddar they use is the crux of the rarebit's delicious flavor. If you like a bite in your rarebit, you may want to augment its seasonings with a spot of Tabasco or Worcestershire sauce. I found that the addition of the suggested quantity of milk or water produced a little too thin rarebit for my liking: almost the consistency of cheese sauce. If you share my preference for a thicker variety, cut the liquid called for in half. My vote is the use of stale beer in place of milk or water. But, here again, that's a matter of personal taste. The makers claim one of the rolls feeds four. Maybe the two of us had overly large appetites or perhaps they had in mind midnight snack rather than main-course portions. Mighty good, too, as a melted spread for cocktail canapes. ($1.50 for 3 Welsh Rarebit rolls, from Farm Home Foods, Watertown, Wisconsin.)





Your private bar wherever you are!

THE CROSSE & BLACKWELL Cocktailer

Each Cocktailer contains a full 4/5 quart of taste-thrilling, full-bodied, expertly blended cocktail . . . and . . . in the top section, the proper garnish for the cocktail of your choice.

Just ice and serve . . . there's no trick to it!

MANHATTAN (with cherries)	66 PROOF
MARTINI (with olives)	70 PROOF
OLD FASHIONED (with cherries)	75 PROOF
GIBSON (with pearl onions)	75 PROOF

In New York and New Jersey, the "Cocktailer" bottle differs slightly in appearance from the illustration shown.



THE CROSSE & BLACKWELL COMPANY
LIQUOR DIVISION • BALTIMORE, MARYLAND

Designed for Your Modern Kitchen!





The New

UNIVERSAL

TAB-L-TOP Food Chopper

Hand holds TAB-L-TOP firmly against table's edge.

TAB-L-TOP rests snugly on counter or table's edge. Rubber pads prevent scratching surface. You put food into hopper and effortlessly grind it out—evenly cut every time. All excess juices are diverted by special trough into the container below.

Copyright, 1951, LF&C

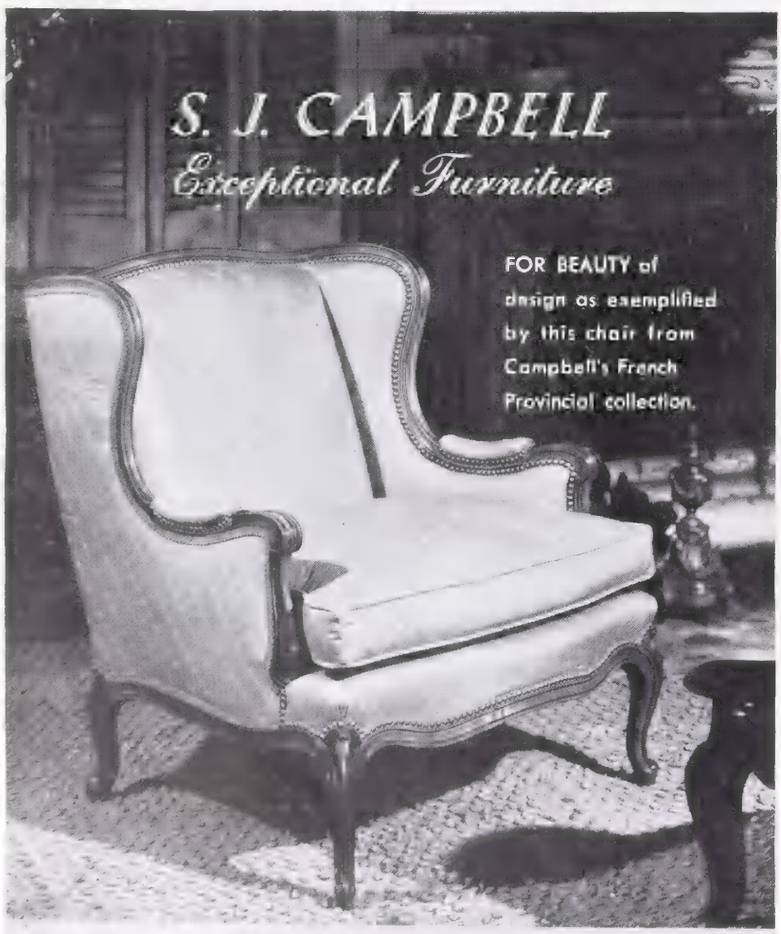


TAB-L-TOP'S body swings open for easy cleaning.

Get the new TAB-L-TOP for your kitchen. Only $5.95 at your nearest Universal dealer's.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Factory: 1335 Altgeld Street, Chicago
Showroom: 1661 Merchandise Mart, Chicago
Eastern Representatives:
John Stuart, Inc., 4th Avenue at 32nd Street, New York

GOOD DESIGN MAKES GARDENING EASI

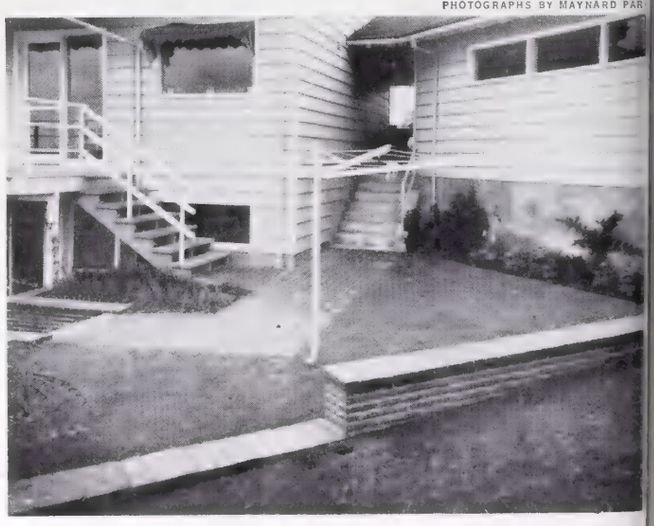
CONTINUED FROM PAGE 158



Paved paths leading to entrances

• Paved walks lead from the garage and driveway to the kitcher door and to the front door. Children and delivery boys won't be track ing mud into this house or making footprints on the lawn on a wet day. Notice that there is a hard-surfaced edging at the boundary o each grassy area to make lawn mowing easier. This good design also eliminates the need for a lot of tedious hand trimming of lawn edges

PHOTOGRAPHS BY MAYNARD PAR



Service area partially paved

• The correct way to build a laundry-drying area is to pave a part of it that is accessible to the clothesline. The paving saves walking and standing on wet grass when you're hanging out the clothes after a rain. Again all grass areas end in hard-surface paving for easy maintenance. The brick wall in the foreground correctly steps down rather than follows the curve of the hill on which it is built



"Possessed"

By Marguerite Nixon

ONCE there was a woman who owned the handsomest furniture in town. She had a black lacquer commode, a cherry desk, an antique mahogany wine cooler, and an oval walnut dining table inlaid with white oak as mellow as ivory. She had a satinwood bookcase mounted with ormolu, and a Louis XIV chair. Legend had it that she owned a chair made by the hands of Duncan Phyfe himself, although how she got it I wouldn't know. At least it bore the authentic acanthus leaf carved hither and yon on the arms and legs, and it had a lyre back. Some even said she had a table designed by T. H. Robsjohn-Gibbings, but I am more inclined to believe the Duncan Phyfe chair.

At any rate, she arranged these pieces of furniture tastefully and appropriately in her house and worked mightily and with diligent reverence to keep them in top form. There is no record of the number of hours she put in at this self-appointed task, cleaning and polishing, but the number must have been a goodly one.

And there wasn't a woman in town who didn't want to visit this house and see for herself this fine collection of furniture. They became quite self-conscious about it and no matter what chair or sofa or table one of them acquired, she always said deprecatingly that she didn't suppose it could compare with the cherry desk or the black lacquer commode.

Of course the woman knew that every other woman envied her and wanted to visit her house. Naturally! But people being just people were sure to sit on the chairs and lean on the tables and relax on the sofas. Just the same, she *almost* opened the door to one and all at the marriage of her daughter, whom she loved in second or third place next to her furniture. But common sense came to the rescue and she gave the wedding reception in the city hall, since there was nothing that could be done to the auditorium that hadn't *been* done.

In the end, however, vanity was triumphant, and one week when she had every stick of furniture polished to its glossiest, she issued invitations to a tea, much in the manner of a museum letting the tourists, under armed guard, peek at the rajah's diamond.

YOU may be sure that everyone came. The hostess was rather nice about letting them look, although she did request firmly that slightly overweight Mrs. Trumbull remove herself from the Louis XIV chair. The house and its furniture were a sight worth seeing. And there everybody was, eyes full of the sight of magnificent furniture, cup of tea in hand, and wanting to settle down and discuss the latest town gossip, but the hostess never got off the subject of furniture.

It was the duty, she said, of every housewife and homeowner to bring out the grain of the wood in her furniture, and this highlighting could best be done by polishing and polishing and polishing. There were a few basic rules for the upkeep of furniture which she would be glad to impart to them. First, if you were subject to chilblains and must overheat a room, be certain that a pan of water was kept on the stove or radiator at all times. Never place a chair too close to a fireplace.

Whereupon old Mrs. Whatley hastily and surreptitiously edged her chair backward away from the fire where she was warming her feet. It was thus that she ended up in a position where she could peep in the kitchen and see the man of the house walk in quietly by way of the back door and sit down on an orange crate evidently provided for that purpose. "Tsk!" she said, remembering her own husband stomping at will around the house.

The hostess gave her an annoyed glance and continued. Don't put furniture too close to windows and doors, she said, for dampness causes swelling and warping. Then, on the other hand, beware of the sun, since strong sunlight will burn furniture.

The hostess had now reached the technical stage. There were three kinds of finish—varnish, lacquer,

(*Continued on page* 179)

for Brides

THE EASIEST

ECONOMICAL

WAY TO

FINER COFFEE

FILTRON

cold water coffee extractor

Yes, the Filtron is the ideal gift! A Filtron in the home means more coffee from your favorite brand plus all the convenience of instant-type extract with a better than ever flavor.

Without heat or electricity the Filtron turns one pound of coffee into an extract which stays fresh indefinitely. For a perfect serving of bland, full-bodied coffee just add an ounce of extract to a cup of boiling water.

It's perfect for iced coffee or as a flavoring agent in recipes, and the Filtron gives you savings of up to 30% on every pound of coffee.



Remember, for perfect coffee and kitchen convenience, buy the Filtron—it's only $19.50, slightly higher west of the Rockies.

See it today at your favorite department store, appliance dealer, jewelry shop or hardware store. . . . Or write direct to

Helmco-Lacy

1215 W. Fullerton Ave.
Chicago 14, Illinois

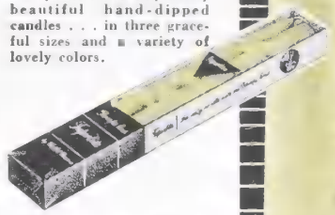


Learning to Live Happily Ever After

Let scenes of settled security and contentment set the emotional pattern for your children's lives that they may live happily ever after!

The dinner table—social axis of the home—is an excellent place to start. Light it with Taperlites, even for the simplest family meal. Taperlites spread a warm and friendly glow over loved and familiar things, emotionally coloring young minds with faith and security. Emotionally implanting habits of ease and grace . . . of merriment and gaiety . . . all hedged about with the civilizing restraints of decorum and consideration for others.

Taperlites are exquisitely beautiful hand-dipped candles . . . in three graceful sizes and a variety of lovely colors.



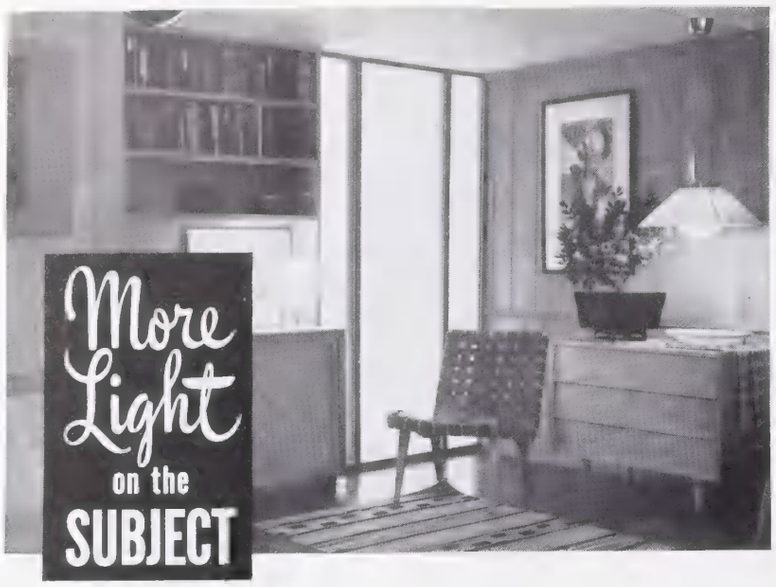
Buy Taperlites by the dozen at your favorite store . . . each pair protected by the convenient and distinctive Two-Pack container.

EXCLUSIVE FIRMFIT END

WILL & BAUMER

Taperlite Candles

REG. U.S. PAT. OFF.



A wall becomes a point of high interest with a two-fold purpose in this study by substituting Broadlite glass by Mississippi in place of conventional materials. This translucent partition illuminates an adjoining hallway while flooding this smart interior with "borrowed" light that flatters furnishings. Figured, obscure glass has many uses in the home. There are no restrictions on its use, it is not a scarce material and you can effectively use it to brighten your rooms at remarkably low cost.

Consider the decorative qualities of figured glass when you build or remodel. Remember that glass is easy to clean and maintain. Specify glass by Mississippi to your architect or contractor. Available in a wide variety of highly interesting patterns wherever quality glass is sold.

Write today for free booklet, "Modernize Your Home With Decorative Glass." Twelve pages of actual photographs showing how to add charm to your home.



MISSISSIPPI Glass COMPANY
88 ANGELICA ST. SAINT LOUIS 7, MO.
NEW YORK • CHICAGO • FULLERTON, CALIF.
WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS



When food tastes better!

On your table, sparkling with a Hand Painted Skyline pattern, the meal reflects a festive air, and the food tastes better because it looks better—Blue Ridge ware appeals to the homemaker also for its moderate cost and because the decorations stay brilliant permanently under the glaze. The pattern shown is Plantation Ivy (No. 4158 Skyline). See Skyline at your dealer's.

NO. 4158 SKYLINE
PLANTATION IVY



REMODELED THINKING MADE OVER THIS KITCHEN

CONTINUED FROM PAGE 127



■ Make use of every inch of space. Here, one side of the range peninsula offers bookshelves and cupboard space for waffle iron, toaster, coffee maker, all appliances to be used at near-by table.

The following important ingredients are responsible for this pleasantly efficient kitchen:

Ceramic Tile: Floor, turquoise blend; counters, turquoise and citrus yellow; walls, glazed citrus-yellow; decorative panel, light and dark gray, cream and bright yellow; all Suntile, from Cambridge Tile Mfg. Co., Cincinnati, Ohio.

Electric Equipment: Refrigerator, dishwasher, Disposall, washer, dryer, ironer, toaster, coffee maker, sandwich grill, television set, all General Electric, Bridgeport, Connecticut. Range and ovens, Thermador Electric Manufacturing Co., Los Angeles, Calif.

Lighting: Designed by Residence Lighting Section, General Electric Co., Nela Park, Cleveland, Ohio.

Plumbing Fixtures: The Crane Co., Chicago, Illinois.

Ventilator: Bayley Blower Co., Milwaukee, Wisconsin.

Cabinets: Custom-built of birch.

Sliding Glass Doors: Mississippi Glass Co., St. Louis, Missouri.



● The idea that a kitchen necessarily must be a steamy, smoky, smelly place is completely obsolete. Here, a ventilator over the range draws off heat, cooking odors, vents them through a duct to outside.



DECORATOR'S DIARY

Meanderings with a typical decorator who views what's new on the market with a frank and professional eye

Always thought of scenic wallpapers as very aloof and formal affairs for very 18th-century interiors complete with classic daoes and the most impeccable Chippendale. But I got a whole new slant on that genus of wall covering as a result of a chance preview of "Pirates," one of Thibaut's new series. Came across it in the artist's apartment where he had put it up in a manner guaranteed to shock all the sticklers for the rules. First of all, it turned a corner of the wall but the corner angle was off-center. Secondly, it was surrounded by one of the photographic wallpapers simulating rush squares. (No dado, no columns, no paneling!) And thirdly, (or maybe this was the biggest violation) the room was furnished informally with rattan and bamboo-trimmed furniture. But I found the total effect of this bad-boy decorating undeniably delightful. Rush squares, rattan, and pirate scene all went together, naturally, each complementing the other. And it suddenly dawned on me that it was not scenics that are formal and stuffy but the way they are usually handled.

Found a handsome bench at Jens Risom's to go in front of the Langleys' fireplace. The upholstered seat is slightly concave which makes it look much more inviting than the kind that is higher in the center. The fact that it's filled with rubberized hair means that it *is* more comfortable. And it's long enough to seat three—if the room gets that crowded. Still you don't feel that the view of the hearth is

(*Continued on page* 178)



Pirate Scenic



COLONY COURT Furniture

Available in Leading Furniture and Department Stores.

OUR FORTY-FIFTH YEAR

by GLOBE HIGH POINT NORTH CAROLINA

B&G KJØBENHAVN

Danish Porcelain

THE NATIONAL FACTORY OF PORCELAIN

BING & GRONDAHL



Each piece of Bing and Grondahl porcelain is an authentic work of art—from originals by contemporary Danish sculptors. The purity of the colors, imprisoned beneath a shimmering glaze, will remain a source of endless delight.

Only One Drop — 5¼" high . . . $45

Name of nearest dealer and interesting pamphlet forwarded on request.

D. STANLEY CORCORAN, INC.

7 West 30th Street New York 1, N.Y.

Handmade Milk Glass . . . America's Finest

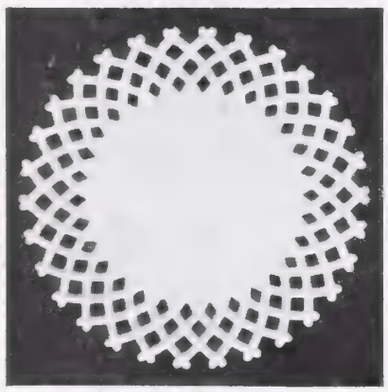
Four authentic reproductions of "Collector's" items in the best Westmoreland tradition.



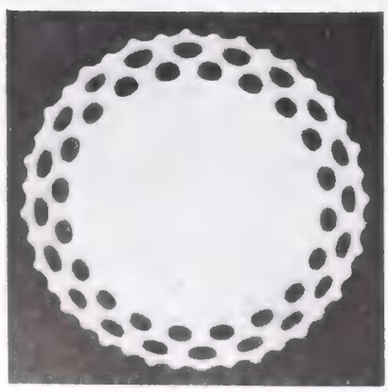
"Square 'S'" border, deep depressed center, 8½ inch plate.



"Forget-me-not" lacy-edge plate in 7, 8, and 11 inch sizes.



"Lattice" open edge plate in 11 inch size. Also decorated.



"Doric" border, lacy-edge plate in 11 and 14 inch sizes.

At your authorized Westmoreland Dealers

WESTMORELAND
GLASS COMPANY
GRAPEVILLE, PENNSYLVANIA

DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

obstructed by a big hunk of furniture, thanks to a new trick of construction Risom is using on this and some of his tables. The connection between the top and the base frame is hidden underneath where you can't see it, so that the seat seems to be floating in space above the frame. We decided on a walnut base for the Langleys', but you can get it in birch too.



Fireside Bench

It's always fun, this time of year, to see how much you can "lower the temperature" of a room for summer, by making a few strategic substitutions in the official décor. Tried it in Mrs. Morgan's living room a few weeks ago and all it took was new slipcovers and a summer diet for the windows.

We found the slipcover fabric at Lord & Taylor's—two new Malaysian prints that Tammis Keefe designed for Golding Fabrics. On one of them a cloud of darning needles—light green, bright green, and black—are hovering over a trellis of pale gray-blue, against a white ground. We used that one for the sofa to mask the big-scale red-and-green print. Since the pull-up chairs were solid green, we let them remain. We dressed up the big wing chair in a slipcover made of "Batu Forest," the companion print to "Dragonflies." It's bigger in scale, has a basket of flowers perched among leafy branches, and a few dragonflies to tie in with the first print.

By that time, we had covered up all the red in the room except for red accents in the draperies that pulled across the window wall. These we got rid of by the simple expedient of sending them to the cleaners for summer storage. We sent away the Venetian blinds, too, and substituted the most inexpensive type of bamboo roll blinds.

What a change! But it wouldn't have been half as easy if the basic color of the room hadn't been green to start with. That's the nice thing about green, you can pair it with so many partners.

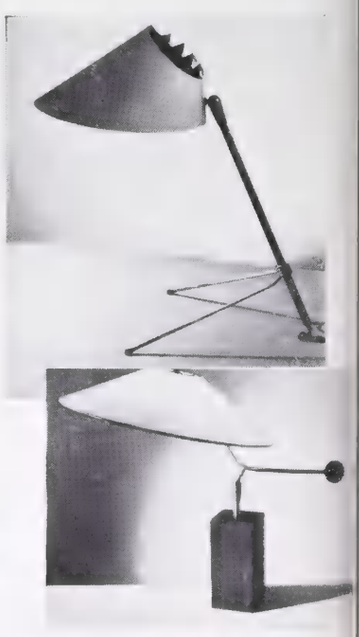


Malaysian Prints

Stopped at the Museum of Modern Art to see the lamps that won prizes in the competition it sponsored along with the Heifetz Co. Can't say I fell in love with all of them, but there were two I know I'll have plenty of use for. One has a shade that reminds me of a Shaker bonnet. It's open at the back and fitted with a louver so you get a certain amount of indirect light. Also swivels on the stem so you can direct light anywhere you want. Can raise or lower the stem itself, or hang the whole business from a shelf or hook on the wall. Of metal with gray baked enamel finish.

The other little lamp consists of a swiveling arm attached to a block of African mahogany with a natural finish. Has an oiled paper parchment shade. Heifetz is making both and several stores around the country have them already.

—MH



Prize-winning Lamps

Men who know rum say:

"Make Mine Myers"



...because it's RIGHT-BODIED ...not too heavy ...not too light

The Traditional Dark
MYERS
JAMAICA RUM
"Planters' Punch"
BRAND
97 Proof

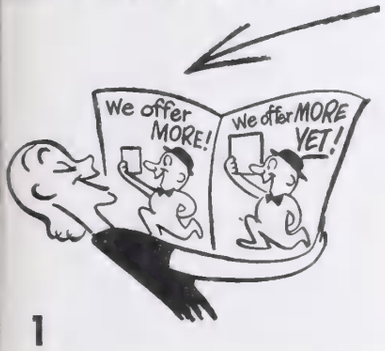
For Free Illustrated Recipe Booklet write R. U. Delapenha & Co., Inc. 60 Laight St., New York, N.Y. U. S. Distributors

Who's down in your basement?

You can't hear or see them, but they're there—Rust, Mold and Mildew, busy at their destructive work on tools, photo equipment, furniture, books and furnace. Combat this expensive moisture damage by investing in a Carrier Humidry – the small, compact dehumidifier that removes up to 18 pints of water every 24 hours. It's foolproof, with no messy chemicals to bother about. Just plug it in and forget about it. Hermetically sealed compressor requires no oiling. Finished in handsome gray Hammertone. Call your Carrier dealer, or write Carrier Corporation, Syracuse 1, N. Y.



New ways to look at ads in this book!



1

Every brand name is fighting for you
With more and more value and quality too!
They fight with products better and new,
And the winner each time is a gal named YOU.



2

When a brand's well known
It can't let you down,
Or soon the news would be all over town.
The stronger the brand, the more it wins fame,
The more it's gotta live up to its name!



3

When brands compete to give you more,
It makes the Commie comrades sore,
For the more we produce, the more we progress,
The stronger we are in times of stress!

Whenever you buy—
demand the brand you want

Brand Names Foundation
INCORPORATED
A non-profit educational foundation
37 WEST 57 STREET, NEW YORK 19, N. Y.

"POSSESSED"

CONTINUED FROM PAGE 175

and shellac—but all required the same care: Dust carefully with a dry duster and not the lint kind either; clean furniture before applying wax by washing with tepid water and mild soap, rinse with separate cloth and dry with still another cloth; apply wax sparingly and let it dry a bit before polishing (another clean cloth), always rubbing with the grain of the wood.

It made the ladies tired just to hear of all this work, and, while they admired her for her strong muscles and elastic back, they wondered how she ever got around to doing anything else. Old Mrs. Whatley had ceased to listen and was carrying on a silent, terrific debate with herself, to wit: Are people made for furniture or furniture for people?

The hostess was rounding up the lecture with a few pertinent remarks. Use a soft brush to remove excess wax in carvings and rub with a soft flannel polishing cloth for a glowing finish.

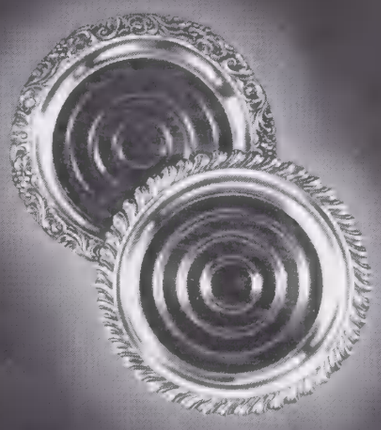
The guests were uncomfortable. They all knew that if she ever saw a watermark or heat mark or alcohol ring on a table, it would be the end of her. Mrs. Trumbull was thinking of the big comfortable chairs at home, strong enough to hold up a few extra pounds and worn into contours of such solid comfort and relaxation that it did a person good just to look at one. As soon as they decently could, they went home. And they never thought about visiting her again.

WHAT became of her husband no one knows. He probably became an habitué of the village pub, drowning his sorry fate in one mug of ale right after another and thinking how comfortable a rail was to put his foot on and a bar that could be leaned on.

Undenied rumor has it that the daughter kept her own house like a pigsty, scratches on everything, to say nothing of ring marks where the children set their milk glasses, but sounds of revelry and good comfortable living were heard at all hours, day and night.

As far as her mother was concerned, that lady might just as well have lived in the castle that slept a hundred years while briers and thorn thickets grew up around it, for no one came near her, certainly not her grandchildren. And I have heard that she may be living yet, hand-rubbing her furniture, all alone and full of pride. Poor thing!

For GRACIOUS ENTERTAINING



These handsome silver-plate rimmed Coasters by Friedman Master Craftsmen are the perfect drink serving aid and ash tray for all occasions. The densified wood center made with "Bakelite" resin is burn resistant . . . stain resistant . . . and warp resistant . . . Available in Rococo and Gadroon pattern. Diameter 4¼ inches. For the name of the dealer nearest you write to Friedman Silver Company, Inc., 366 Fifth Avenue, New York 1, N. Y.

Friedman Silver NEW YORK

Room Charmer
WITH AN ACCENT ON COMFORT
THE KARPEN *Debonaire*

Dreamed-about comfort . . . high-styled elegance to whet your decorating imagination! Karpen craftsmanship blends fashion-smart fabrics and solid Honduras mahogany into a generously proportioned occasional chair of exceptional charm.



The unique seat construction combines foam latex with muslin-pocketed springs and suspended webbing for lasting, resilient comfort.

Equally handsome in pairs or when used singly, Debonaire is now available through leading furniture and department stores everywhere.

The Karpen Debonaire®
$99.50
(slightly higher west of Rockies)

S. KARPEN & BROS.
KARPEN Guaranteed FURNITURE
Guaranteed Furniture, Mattresses and Transportation Seating
CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • DYERSBURG • LEXINGTON

PICK PIPER FOR PLEASURE!



Perfection in Champagne since 1785

BLUE CHIPS by RENFIELD

PIPER-HEIDSIECK

RENFIELD IMPORTERS LTD. • NEW YORK

The "Duchess of Parma" Chair

A decorator chair

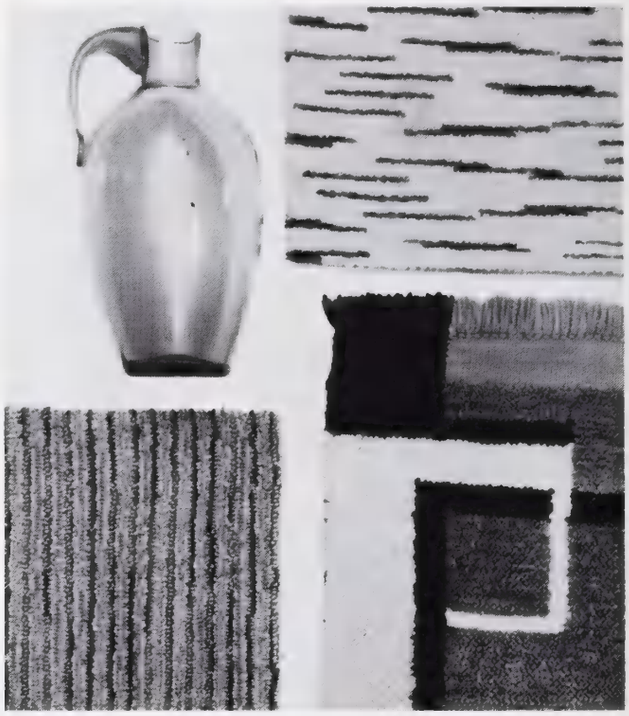
ask your dealer



Jamestown Lounge Co., Jamestown, N.Y.

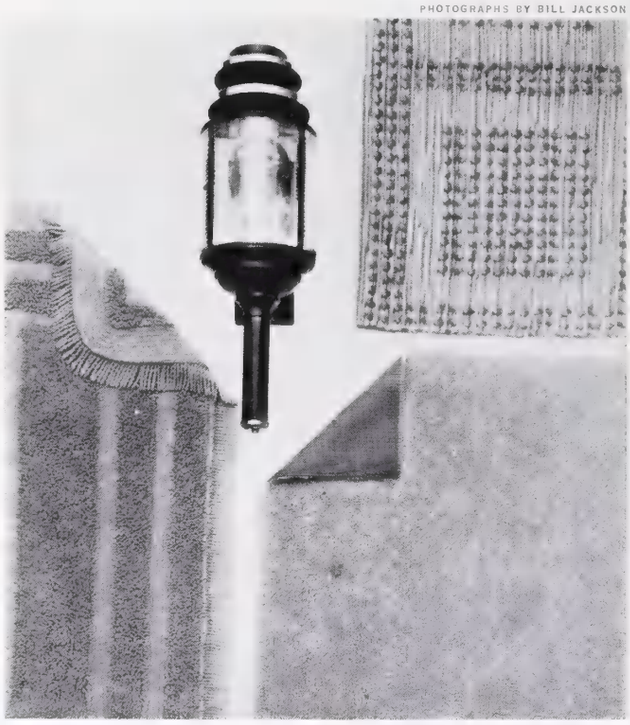
HOMESPUN HERITAGE

CONTINUED FROM PAGE 97

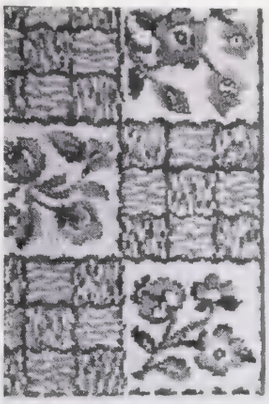


• Clockwise: Mohawk's "mode" chenille may be ordered in any color, accented with irregular horizontal dashes in contrasting color. Hand-loomed wool with geometric pattern designed by Mrs. Robenia Henrich of Blockhouse. Joseph Bloomfield's "Splendor" a richly textured handweave of wool and cotton. Edward Fields, Inc. Glass jug, courtesy of America House.

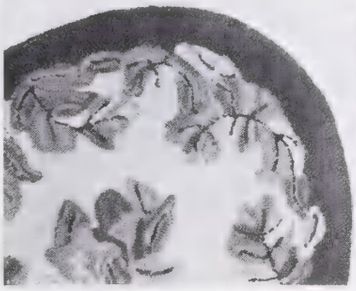
PHOTOGRAPHS BY BILL JACKSON

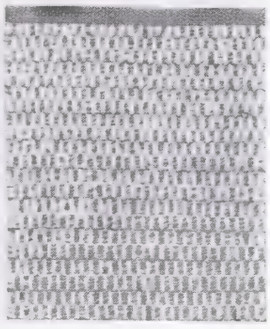


• Clockwise: "Permaweave," a rugged texture woven of cotton and hemp, Edward Fields. Twisted cotton yarns are woven into the curly loops of "Caltwist": coating on back holds them in place, prevents skidding. Callaway Mills. Topton Rug Company's "Reversarug," an all-cotton texture you can flip over when one side gets soiled. Carriage lamp, Lightolier, Inc.



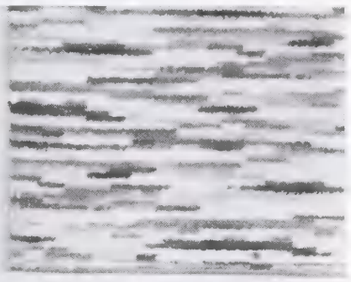


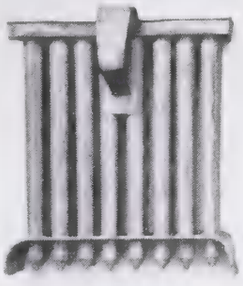




■ Counter clockwise: You can find a demure pattern in an all-wool rug for informal rooms in Whittall's "Falmouth." An oval hooked rug, of virgin wool with cotton backing is made by the Priscilla Turner Rug Guild. A linen rug with a tiny pattern in several shades of ecru may be reversed when one side gets soiled, Klearflax Linen Looms. Iron Hessions, courtesy of Edwin Jackson Co.









■ Clockwise: Belrug Mills's "Wundo Weve" is a loom-woven cotton rug with a cut pile. Beattie's "Sterling," a wool and rayon weave, has a random pattern that camouflages foot marks. Candlemold, courtesy of Helena Penrose. Chenille Rug Company's wool and rayon twist weave is reversible for double practicality.

(For more rugs, see next page)

Imperial Masters Tables



Shown is one of 12 outstanding traditional designs in genuine mahogany . . . authentically detailed and richly finished by skilled Grand Rapids craftsmen. See the new Imperial Masters Tables . . . now on display at leading stores . . . choose them for your home.

No. 3317 THE MELVILLE Lamp Commode with leather top $79.50*

No. 3316 THE EMERSON Lamp Commode $69.75*.

*Slightly higher at distant points



Look for the famous Imperial Green Shield, America's Best Known Furniture Trade Mark

Imperial

HOW TO GIVE YOUR HOME A BEAUTY TREATMENT WITH TABLES *50 pages illustrating fresh and unusual decorating ideas. Send 25 cents to:*

IMPERIAL FURNITURE COMPANY, Dept. A, Grand Rapids, Michigan

Founder Member Grand Rapids Furniture Makers Guild

Imperial Tables are made and sold in Canada under the name Deilcraft-Imperial

DANISH SILVER

FRIGAST...

for the fortunate few

...to whom perfectionism is a creed... this incomparable Danish sterling by Frigast with a fabulous platinum finish... handwrought and every piece a collector's masterpiece. Gather your settings now... and for the years to come... at fine stores everywhere



6-pc. place setting (tax incl.):

1. Princess Fuchia $54.20
2. Prince of Denmark $58.35
3. Danish Crown $64.45

Black Starr & Gorham Inc., N. Y.
Bailey Banks & Biddle Co., Phila.
Potter & Mellen Inc., Cleveland
Hausmann's, New Orleans
Linz Bros., Dallas
C. D. Peacock, Chicago
Rohm-Allen, Denver
Zell Bros., Portland
Gump's, San Francisco

PAUL WILKENS, INC.
2400 Harriet Avenue South,
Minneapolis 5, Minnesota
Sole importer and distributor

STERLING* Fashioned CRYSTAL
THE SILVER CITY GLASS COMPANY of Meriden, Connecticut
*Non-tarnishing Sterling on Crystal

Sheer Value



So manifestly DESIRABLE

From a fascinating collection of decorative accessories affording a variety of exquisitely detailed pieces of many talents.

retailing from $4.50 to $15.00

at selected jewelers, department stores and specialty shops

THE SILVER CITY GLASS COMPANY
of Meriden, Connecticut

UNITE' bedroom bench



Included in Union-National's Unité line of French Provincial furniture is this graceful vanity bench of fruitwood finished in antique walnut, with cover of rich matelasse. At better furniture and department stores. Send three-cent stamp to Dept. B. for booklet.

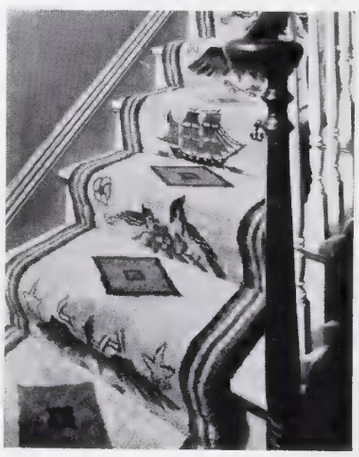
UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

HOMESPUN HERITAGE

CONTINUED FROM PRECEDING PAGE

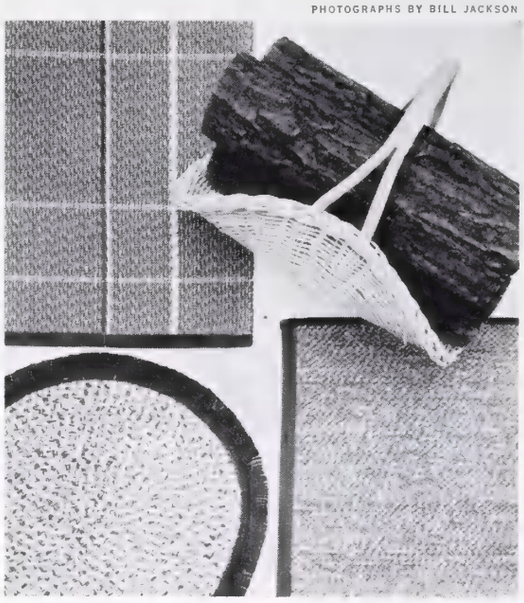


• Clockwise: "Olde Towne," an all-wool rug by Downs Carpet Co. Plain and twisted all-wool yarns give a pebbled effect to Magee's "Rancheria." Karagheusian's all-wool carpet, "Vibration," has tweedy practicality.



• You can buy the makings of this stair carpet and hook it yourself at home. Each piece of warp cloth comes stamped with design for one tread and riser so you can choose several different designs or repeat your favorite down the stairs. Cloth, yarn, and directions from James Lees's Columbia Yarns Div.

PHOTOGRAPHS BY BILL JACKSON



• Clockwise: "Delfield," an all-fiber rug by Deltox Rug Co. Waite's "Waitrend," woven of rayon with fiber filler. Amsterdam's "Tex-Tred," an all-cotton braided rug. Woodbasket, courtesy of the Lighthouse for the Blind.

GARDEN GATES
DON'T HAVE TO LOOK DULL

PHOTOGRAPH BY MAYNARD PARKER



■ These lead-color wooden gates have taken on a patina that gives them the elegance of fine sterling. Your own garden gates should grow in beauty if they are carefully finished. They are your first greeting to visitors. Give them the care you demand for your front door.

MAKE MINE MODERN!



And as modern as tomorrow is this delightful functional room utilizing the radiant woods of the Western Pines*.

Mellow and fine-grained, these woods add their own beauty to any contemporary or traditional design. Glowing paneled walls and halls, graceful stairways, cheerful kitchens and gay rumpus rooms take on sparkle and character with beautiful Western Pines*.

Whether you are building or remodeling, ask your lumber dealer to advise you about using the Western Pines*. Economical to buy, easy to work, they take paint, stain or wax beautifully. Build in charm with the Western Pines*!

THESE ARE THE WESTERN PINES

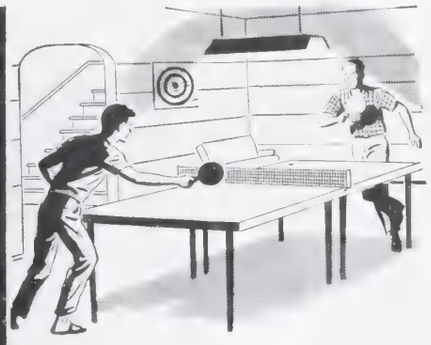
* IDAHO WHITE PINE
* PONDEROSA PINE
* SUGAR PINE

Ask for your FREE copy!

New, colorful "Enchanting Homes of Western Pines" has 71 pictures full of ideas and decorating helps. Write today. WESTERN PINE ASSOCIATION, DEPT. 315-H, YEON BLDG., PORTLAND 4, OREGON.



keep your basement DRY!



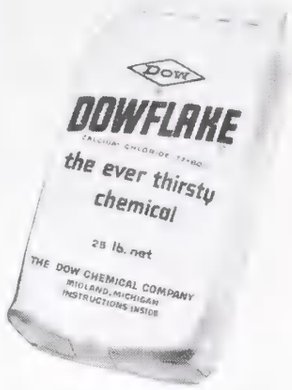
...reduce mildew and rust!
use
DOWFLAKE!

Reduce excessive humidity. Keep your basement comfortable and healthy with Dowflake, the ever-thirsty chemical that attracts moisture from the air.

Excessive summertime moisture is harmful in basements, closets and other rooms. It causes damaging mold, mildew and rust. Protect your photographic equipment, tools, sporting goods and other stored articles.

Buy Dowflake in 25 or 100 lb. bags and use it in all rooms where moisture is a problem. Let Dowflake help make your damp rooms *dry!* Write Dow for address of nearest dealer. Address Dept. DF-1.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



DOW CHEMICALS

Dine divinely... INEXPENSIVELY!
Gallo WROUGHT IRON-MESH FURNITURE

Enjoy cool, comfortable dining or lounging outdoors with the new air-cooled GALLO Wrought Iron-Mesh Furniture. No need for cushions. Smartly styled dinette sets and unusual garden pieces — at budget prices! Rust-resistant, or guaranteed NON-RUST Process, in smart decorator colors.

Ask to see the complete line of GALLO WROUGHT IRON FURNITURE. At better stores everywhere.



Gallo ORIGINAL IRON WORKS, INC.
401 Park Ave., Brooklyn 5, N. Y.



Luddington Regency Commode
from the
BEACON HILL COLLECTION
"Fine furniture that stays in fashion and lasts for generations."
For our large book showing 67 *re-created* masterpieces, send 25¢ in coin to:

Beacon Hill Furniture
87L ALBANY STREET • CAMBRIDGE, MASS.
CHICAGO SHOWROOM: FLUES AND ORR, INC., MERCHANDISE MART

THE "PERFECT HOUSE" THAT WASN'T GOOD ENOUGH

CONTINUED FROM PAGE 83



● New planting really shows the long low lines of the house. Previously there had been a pleasant jungle of overgrown plants that was much too dense and heavy (see page 88). Bed of plants at right of path occupies space assigned for later development as a swimming pool when the children are older.



YOUR HOME OR PLACE OF BUSINESS IS ALREADY WIRED FOR
VOCATRON
U. S. & Foreign Patents Pending
all purpose two-way communicator

This revolutionary communicator operates by simply plugging it into a wall socket. No wires to string, no holes to drill, no installation bills. You can talk back and forth over your lighting circuits with another person up to a ½ mile away. Not a radio. Cabinet comes in attractive Gray Ripple or Walnut. Black or White on special order. • VERSATILE • PORTABLE • DEPENDABLE
$70.50 per pair.
If not available at your local dealer write



TO NURSERY KITCHEN GARAGE SICK-ROOM BARN WORK SHOP

Vocaline Company of America Inc, Old Saybrook, Conn.

DOUGLAS BAYLIS, LANDSCAPE ARCHITECT





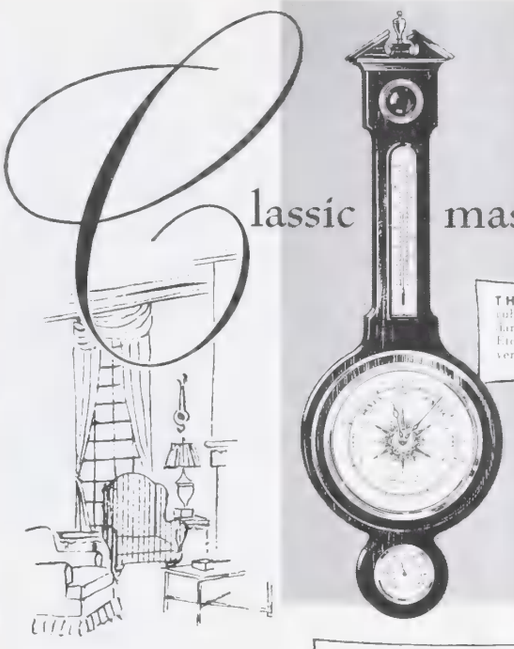
● This attractive brick wall screens the laundry yard. It owes its wonderful texture to the lack of straight-line discipline in laying the bricks. Note resulting effective contrast of textures—plants, wall, and path. Color of wall comes from a thick coat of whitewash masonry paint plus the greenish light of the shadows from the sycamore leaves.

PHOTOGRAPHS BY MAYNARD PARKER



● Fire pit includes a May-designed gas igniter which eliminates all the fuss and furor of kindling wood—just toss on a green oak log and it burns as well as dry pine (no smoke). Fire pit also provides a handy place to burn party refuse. Handsome rough texture of concrete paving comes from the use of a common material in an uncommon way. Traction is better, and dirt doesn't show up. It is harder to sweep, but you don't have to sweep as often. Mr. May hoses it off instead. Children can't skate on this surface, which may be a blessing, but tricycles and wheeled toys run easily on it.

Classic masterpieces...



THE CANTERBURY Hand-rubbed solid mahogany frame, dark finish. Polished brass trim. Etched dials and scale richly silvered. Length 28". Retail, $60.



THE CORONET Beautiful solid mahogany frame. Polished brass trim. Silvered dials and scale with etched details. Length 20". Dark or blond finish. Retail, $25.

Famous for matchless design, workmanship and accuracy, AIRGUIDE PERIOD BAROMETERS give years of dependable weather prediction—fit beautifully into any interior decor—make distinctive gifts for discriminating friends. Four beautiful models, priced from $20 to $150. See them at your leading dealers.

Airguide PERIOD BAROMETERS

MADE BY FEE AND STEMWEDEL, INC., CHICAGO

Poole SILVER



Traditionally FINE STERLING

No. 701 Hand Chased Water Pitcher



No. 220 Fluted Bread Tray

Because it is beautiful and styled in traditional taste, Poole sterling has long been a favorite with discriminating people. Any bride will be pleased and happy to have it.

A tradition in silver for over half a century.



No. 300 Sugar and Creamer

Write for booklet No. 20 showing the complete Poole line.

POOLE SILVER COMPANY, Inc. • TAUNTON, Mass. • New York, N. Y.



"Peerage" Brass

This oval wall plaque with an embossed group scene gives decorative warmth to interiors of all themes.

Available in 2 sizes—prices are approximate

16"x12½"....$4.00 — 25"x21"....$10.80

We regret that the supply of "Peerage" *brass has not kept pace with the tremendous demand. We are bending every effort to meet this demand and suggest that you visit your* "Peerage" *dealer promptly.*

Peerage

Look for the famous "Peerage" trade mark. This imported English brass has an exclusive hand rubbed finish which is lacquered to prevent tarnish and requires no cleaning.

Send for booklet and your dealer's name.

S. P. Skinner Co., Inc.

225 FIFTH AVENUE, NEW YORK 10, N. Y.

Sole Agent and Wholesale Distributors in U.S.A.



Whether you remodel or build...

GET ALL THE ADVANTAGES OF THE FAMOUS TRADE-WIND CLIPPER VENTILATOR!

Here's the most modern kitchen ventilating system. The Super Clipper is installed in a metal or wood cabinet directly over your stove and removes the cooking fumes, grease and heat from both the stove and at ceiling level. Keeps your kitchen and your entire house cool and fresh—cooking odors, oven heat, greasy smoke and steam all are instantly removed. Two metal air filters trap the grease and dirt and are easily washed in soapy water. No other kitchen ventilator does the complete job that the Super Clipper accomplishes. Simple to install in existing or new homes.

SEND COUPON FOR COMPLETE INFORMATION

Trade-Wind Motorfans, Inc.
5713 S. Main St., Los Angeles 37, Calif.
Please send complete information on the Trade-Wind.
Name_____
Address_____
City_____ State_____

FOR KITCHEN, BATH, DEN, LAUNDRY



Trade-Wind also makes these famous ceiling models which are hidden above your stove to catch the greasy smoke, heat and odors, and get rid of them quickly.



Ideas for your Victory Garden

Things I'll never do again! Stake tomatoes. Since six or seven plants keep us plentifully supplied, they don't take up much space. They're allowed to bush, pinched once or twice for shape, and they're mulched with three or four inches of straw. Fruits are kept off the ground by the clean mulch. No muss, no fuss. Of course, staking is essential for concentrated gardening and for when you have to double up on space.

Pot gardening. For the sheer fun of it, try growing fruiting vegetables in 12- and 16-inch clay pots, homemade boxes, or tubs. Potted peppers are easy on the eye, potted tomatoes are no more difficult than those grown in the vegetable plot. Eggplant makes a surprisingly handsome decoration. The advantage? You can use their place in the garden for more salad greens and beans. The disadvantage? Hand-water twice weekly, give plant food twice monthly.

Bite-size corn. Last year I tried bantam corn, the midgets which grow to three feet. The results were garden-pleasant and table-appetizing. Other vegetables weren't particularly shaded; our pumpkins roamed more freely beneath their stalks, and there was at least one ear per stem. The eating qualities were excellent, although one bite nearly disposed of each ear. Easily handled, the ears went into the kettle without being split in half.

Hills are old-fashioned for my money. The practice allegedly dates back to American pioneers who beat the frost by turning over a piece of sod and seeding it. The sod warmed up faster than the surface soil, giving better germination. Where drainage is poor, move the vegetable plot elsewhere or put in Dutch beds. Unless the soil is pretty bad, planting on the level is better suited to small gardens.

Restrain yourself! Don't pick strawberry fruits from newly set out plants. Pick the flowers instead. The plants should not fruit the first season. The vigor needed for fruiting is more happily utilized by being shunted off to vegetative growth. The reward for this task is more and bigger strawberries next year.

Refrigerate lettuce seeds if the temperature outdoors is 80° F. or better. During warm weather the seeds germinate poorly unless "iced." To do this, scatter the seeds between several layers of moist cheesecloth and leave them in the bottom of the refrigerator for from four to six days. Remove, dry out seeds slightly—one or two hours—and sow. Try this for summer planting which will be harvested in the fall.

Frost predictor. Night clear, stars brilliant, air still, and the thermometer registers less than 45° F. by 9:00 P.M.

Sidetrack birds and pests by planting food they enjoy most and you enjoy least. Commercial fruit growers often plant Juneberries and mulberries near their orchards. Birds will gorge on these and tend to leave apricots and other fruits alone. Saves hanging out strips of cloth and paper which are neither good to look at nor too successful. A few gourds will help persuade beetles away from the cucumbers.

Fitting and proper. In Los Angeles the National Pest Control Association is forming a women's auxiliary. Its name? The Ladybugs.

Things I never knew before. Experiments show that 50% saturation of the soil with water is necessary to plant growth. Not one in a hundred gardens has as much as one-fourth of this amount.

(*Continued on page* 193)







Old Colony

by

HEYWOOD-WAKEFIELD

125TH ANNIVERSARY

REPLACEMENT OR A REFUND OF MONEY Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

You're sure of quality when you buy products bearing the Heywood-Wakefield trademark, including

MODERN FURNITURE • ASHCRAFT FURNITURE
BABY CARRIAGES

"Home-Planned" Furniture with roots in the past and an eye on your future Old Colony is the perfect choice to give your home the authentic, friendly, traditional American look! It is not only styled and proportioned for modern living, but brings the important advantage of "Home-Planned" designs. Like "open stock," this happy idea makes certain that you can add to your present purchases as needed, and still retain the basic harmony of living, dining and bedrooms. And remember, the Heywood-Wakefield trademark is trusted assurance of furniture that has been known for quality for 125 years! See the attractive and varied selections of Heywood-Wakefield Old Colony at your furniture or department store soon.



PLANNING IS EASY—This book by Gladys Miller, decorating consultant, packs 32 pages with so *many* nice ideas for decorating your home around traditional furniture. Send coupon with 25¢ for your copy today.

Heywood-Wakefield Company, Dept. H-7, Gardner, Mass.
I enclose 25¢ for your book on Old Colony Furniture by Gladys Miller.

NAME .....

STREET .....

CITY & ZONE ..... STATE .....



When steel puts on its party manners

You don't have to own a country estate to enjoy the fun of parties, steak fries and barbecues right on the home grounds.

With a little imagination—and the right furnishings—any smart couple can transform the area outside their home into an attractively functional site for outdoor living.

You have the imagination—you know what you'd like outside. And the right furnishings are available and agreeably priced. They are made of steel—America's great bargain metal.

Steel outdoor furnishings are handsome as well as hardy. They resist corrosion, rot, fire and warping better than any other paintable material. You know they'll last through years of hard use, years of hard weather.

Steel costs so little . . . gives so much.
Make steel your standard—and save.

WEIRTON STEEL COMPANY
WEIRTON, WEST VIRGINIA



Metal sculpture, executed in Weirzinc—electrolytic zinc-coated steel that resists heat, moisture, rust—demonstrates the exceptional workability of this easily fabricated metal.

NATIONAL STEEL CORPORATION

IT'S COOLER IN THE SUBURBS

CONTINUED FROM PAGE 132

hat acre warmer. Every tree we ut down and building we put up akes for hotter summers, warmer inters.

These climatic alterations may be small, individually, as to be perptible only to an instrument, but hen you put them all together to a town, they add up to a sigificant change in the climate. uilding a city inevitably means uilding a more desert-like climate.

The second reason our cities are hotter is, of course, that we eat them, winter *and* summer. illions and millions of b.t.u.'s are enerated to heat our stores, office uildings, and homes in winter. All it ultimately escapes to the out-doors and raises the temperature the air. But in addition to this tentionally-generated heat, there the year-round waste heat of facries, power plants, trains and tomobiles. Even air conditioning d lighting systems discharge heat to the atmosphere. (When you ol a big building, you merely mp the heat to the air outside.)

Paradoxically, these two heating ffects are intensified by a third—r pollution. Smoke and gases om chimneys and exhausts load -ban air with minute particles of st. These act exactly like a blanet of insulation over the city, pecially when the humidity is gh, preventing the city from raating its heat to outer space as would if the air were clear.

If you add all these heating efcts together, you can readily see ny cities are so much hotter day d night, winter and summer, than their surrounding countryside.

What does all this add up to, comfort-wise? Merely this: If you want cooler summers, the suburbs or the country is your dish. If your summers are hot and/or humid, a house surrounded by grass and shaded by trees may keep you as cool as a trip 500 miles to the north. And since all America in the triangle south of the Houston-Kansas City-New York line *does* have hot and humid summers, the suburbs are worth looking into.

Generally speaking, the lower average temperatures of the country also mean later spring and earlier autumn frosts. But if you select your lot, site your house, and develop your landscaping according to Climate Control principles, you can overcome that drawback.

On the other hand, if you live in a climate where the winters are long and severe, you may want to think twice before you move to the country for good. In the Great Plains states and in most of Canada, winter temperatures are low enough so that even the few degrees added warmth of the city's climate has important implications for your comfort and your pocketbook. If you add to this the problems of chilling winds, icing, and heavy snowfall, you may well come to the conclusion that it might be wiser to stay in town and profit from your neighbor's heat loss, as he profits from yours.

In any event, wherever you live, remember that there's a cooler climate waiting beyond the city limits.





Bean's Fish and Game Plates

We have had this special set of hand-colored fish and game plates made up for camps and ges. Each plate has the name of design on back. Size 10¼". White ground. Price $1.75 each. Write for log.

L. Bean, Inc. 246 Main St., Freeport, Maine
rs. Fishing and Camping Specialties



STOP DRIP

caused from condensation on cold water pipes. Turn idle basement space into play or work rooms. Keep store rooms dry. Just wrap cork-filled NoDrip Tape around pipes and joints. Do it yourself. Clean and easy to apply. Roll covers about 10 feet of ½" pipe, $1.69. *Higher west of Rockies and Canada.* Get at Hardware, Department Stores, or sent postpaid. Write for free circular. J. W. Mortell Co., 519 Burch St., Kankakee, Ill.

NO Drip TAPE



WIDDICOMB

DESIGNED BY T. H. ROBSJOHN-GIBBINGS

WIDDICOMB FURNITURE CO. GRAND RAPIDS
FOUNDER MEMBER—GRAND RAPIDS FURNITURE MAKERS GUILD



Abundant Daylight with privacy

That is what you get with panels of handsome PC Glass Blocks—in any room in your home. At night, also, the inside illumination glowing through the glass blocks acts as a warm, hearty welcome to your visitors. And the exceptional insulating value of PC Glass Blocks helps you control the climate in your home—makes it more comfortable, in summer or winter. But this is only part of the story. For complete details, write today to Pittsburgh Corning Corporation, Dept. AJ-61, 307 Fourth Ave., Pittsburgh 22, Pa.

PITTSBURGH PC CORNING

GLASS BLOCKS

The mark of a modern home

Distributed by Pittsburgh Plate Glass Company; by W. P. Fuller & Co. on the Pacific Coast, and by Hobbs Glass Ltd. in Canada

3 gallons of water a day! from my basement

with the

OASIS Air Drier

REDUCES HUMIDITY



Yes, lady—the Oasis Air Drier actually removes up to three gallons of water every 24 hours, from the air in an average-sized room of high temperature and humidity!

Stops damp basement problems such as: wet floors, odors, dripping overhead pipes, sweating walls, unusable rumpus rooms, slow-drying clothes, mildewed books, damaged woodwork, furniture, rugs, tools, clothes, machinery, etc. By reducing the humidity, the Oasis Air Drier makes basement living, laundering, cooking, working, playing, a pleasure again!

WRITE FOR FREE FOLDER

And so easy to use—just plug into any A.C. outlet and it works! Costs only a few cents a day to operate—no messy chemicals to handle. Can be moved to any room in the house. Backed by 5-year factory warranty, one of the oldest names in the industry, and by *free* home demonstration. Don't buy until you try! Phone your local Oasis dealer, listed under Water Coolers. And write for Free Folder.

OASIS *The world's largest manufacturer of Electric Drinking Water Coolers*

THE EBCO MANUFACTURING COMPANY, 402 W. TOWN ST., COLUMBUS 8, OHIO

INDUSTRY'S MOST COVETED HONOR



AMERICAN SOCIETY OF INDUSTRIAL ENGINEERS — MERIT AWARD

AWARDED TO

CRAWFORD *MARVEL-LIFT* DOORS

The MERIT AWARD of the American Society of Industrial Engineers has been awarded to Crawford "for Leadership in Research, Engineering, Design and Manufacturing in the Garage Door Field".

This impartial and exclusive award is complete assurance of your lasting satisfaction with Crawford Marvel-Lift Doors. Call Crawford Door Sales Company listed in local classified phone directory, or send 10c for booklet, "How to Plan Your Garage".



Crawford Door Company

7341 ST. JEAN · DETROIT 14, MICHIGAN

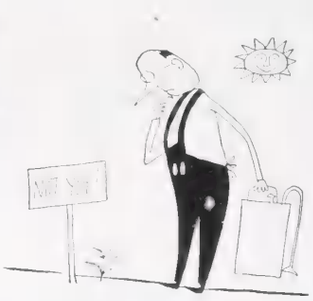
You can't make your own rules about the new weed killers



Read the directions: Each manufacturer sells a different mixture, so naturally the correct way to apply the product varies. Most weed killers for lawns contain 2,4-D, mercury, or potassium cyanate. Each must be used in a specific way. Then for poison ivy, sumac, etc., there are "Ammate," "Brush Killers," certain oils. Each requires different procedures.

Use the right amount: The new chemicals are so potent that a very small amount is enough. The idea is to apply enough to kill the weeds, but not enough to injure the lawn grass. So measure accurately! Too little of the chemical—weeds stay healthy; too much poison—grass also killed. Follow the directions and you will get perfect control. The old adage, "If a little is good, more is better," definitely does *not* apply when using weed killers.





Wait until weeds are growing actively: 2,4-D must be absorbed by the leaves, and this happens readily only when the weed is growing. (Crabgrass doesn't even start growing until May in the New York area.) So wait for warm, sunny weather. Winter or early spring obviously isn't the right time. Neither is midsummer, however, if drought has checked plant growth. Likewise, if your lawn is starved, the weeds will be growing so slowly they won't absorb much poison.

Choose a calm day: Wind is dangerous because the drift of fine dust or spray can travel to near-by flowers (even for a mile or more sometimes) and kill or injure every plant it touches. Most brands are perfectly safe to use except on breezy days. A few brands of 2,4-D are especially volatile, so are never safe immediately next to flower beds. (Read the directions.)



seed the bare spots: The chem-
ls will kill the weeds, but if
re were so many weeds that
re spots now show up, you will
ve to reseed these places. Grass
n't fill in big areas fast enough
keep new weeds from taking
er. All soil usually has a five- to
-year supply of weed seeds wait-
g a chance to sprout in some bare
ound. So never leave a space
re. Reseed as soon as weeds die.

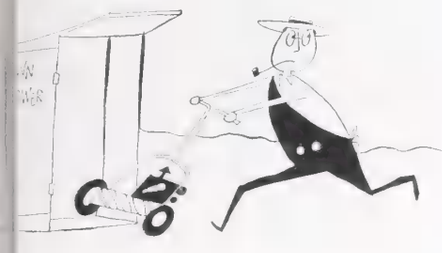




Clean the sprayer: Even a minute trace of 2,4-D will make any later use of the sprayer lethal to your garden flowers and vegetables. Either scrub the sprayer thoroughly after each use for weed killers, or better still, reserve a special sprayer just for weed killers. A kerosene rinse, followed by three changes of water, is the minimum to do a safe cleaning job. Don't forget to run these through the hose and nozzle, too. Also avoid contaminating garden supplies, such as plant food and insect killers.

patient: Most of the chemical
ed killers don't have a single
hal punch that brings sudden
ath. Rather, the weeds decline
wly. Except for a progressive
ling of the leaves you can't see
t anything is happening until
day, several weeks later, you
lize the weeds have vanished.





Don't mow for five days: You want the roots killed too, not just the leaves. So allow time for the chemicals to move down from the leaves. Mowing after dry powders are applied is especially bad because the fanning of the blades blows the chemical off the weeds.



DRAWINGS BY RICHARD ERDOES

llow approved schedule of treatments: These
emicals are not one-shot treatments. Timing of
low-up is important—too close may kill lawn
ss, too far apart lets weeds laugh at you. Usually
ee treatments are needed. (See brand directions.)

(Continued on next page)



Viking Modern

The sleek simplicity of line, inspired design and matchless craftsmanship of VIKING MODERN are reflected in this versatile double chest of sturdy oak. Ingenious folding doors and roomy drawers highlight its functional role in living room, foyer or bedroom.

Superbly finished in Bone or Great Smoky Grey.

NEW YORK One Park Ave. | CHICAGO Merchandise Mart | CINCINNATI Reakirt Bldg. 128 E. 6th St. | ST. LOUIS Monogram Bldg.

The ROMWEBER COMPANY
Master Made Furniture Since 1863
GENERAL OFFICES & PLANT — BATESVILLE, INDIANA



Eliminates messy, unpleasant tasks of gathering, wrapping and carrying garbage (along with the offensive garbage can).
See what a change there could be in *your* life, with the simple installation of IN-SINK-ERATOR *right in your present sink.*



IN-SINK-ERATOR
ELECTRIC FOOD WASTE DISPOSER

REVERSING ACTION
Only one moving part—patented reversing rotation—that's the secret of superiority.

In-Sink-Erator Mfg. Co., 1201 Fourteenth St., Racine, Wis.
Please send free booklet explaining In-Sink-Erator and its extra advantages:

Name_____
Address_____
City_____ State_____

SOLD ONLY BY MAJOR PLUMBING AND APPLIANCE DEALERS

2

Remember FATHER
with the FINEST GIFT of all

La-Z-Boy
REG. U.S. PAT. OFF.

The chair that lets you RELAX Completely!

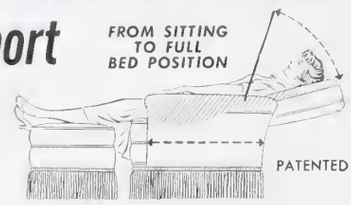


Featuring Masland Duran

Guaranteed by Good Housekeeping

Automatically Recline to ANY Position with Healthful Support at Every Point of Your Body!

FROM SITTING TO FULL BED POSITION

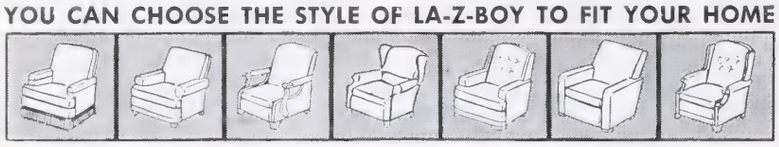


PATENTED

Dad deserves a rest . . . and the most comfortable, the most relaxing chair you can give him is a La-Z-Boy. Its exclusive patented feature of a floating back and seat gives him the most healthful relaxation *automatically*, without levers or mechanical gadgets to adjust. He merely relaxes, and the La-Z-Boy relaxes with him. And best of all, his body receives correct posture support in *every* reclining position. One demonstration is worth a thousand words, so why not *see your La-Z-Boy dealer today, or write us for his name?*

LA-Z-BOY CHAIR CO. ▪ Monroe, Mich., U.S.A. ▪ In Canada: LA-Z-BOY Furn. Co., Ltd. • Waterloo, Ont.

YOU CAN CHOOSE THE STYLE OF LA-Z-BOY TO FIT YOUR HOME





For your loveliest entertaining

MIST TONE A shadowy net with an exquisite, delicate design woven into it. In lovely misty pastels of blue, pink, green and gold, as well as chalk white. Send for free leaflet.

North American Lace Co. Inc.

295 FIFTH AVENUE • NEW YORK 16, N. Y.



Fresh Crisp Washable

LAMPS by Savage —CALIFORNIA

Just picture this quaint Early American crackleware pitcher and lamp in your home. Its authentic beauty is a fascinating link with the romantic past.

Be sure and ask your favorite dealer for the FREE miniature with the purchase of this SAVAGE lamp. • Exciting provincial lamps available in various styles.

—CALIFORNIA
527 W. Seventh St., Los Angeles, Calif.

for... MAGIKIST ...YOU
the SWEETEST JOB in RUG CLEANING ©

ASK YOUR RUG CLEANER

Nationally Advertised

See your phone book. Look for Kiss-print Trade mark

For Information Write
MAGIKIST SERVICE Inc. 5946 W. Cermak Rd. CICERO, ILLINOIS

WATCHES WANTED!

ANY CONDITION. Highest cash prices paid promptly. Also broken jewelry, spectacles, dental gold, diamonds, etc. Send articles or write for information. Satisfaction guaranteed.

LOWE'S
Dept. HB
Holland Bldg.
St. Louis 1, Mo.

YOU CAN'T MAKE YOUR *OWN* RULES ABOUT THE NEW WEED KILLERS

CONTINUED FROM PRECEDING PAGE



Apply chemical uniformly: Many complaints about failure to kill the weed can be traced to spraying done "just on the spots where I could see the weeds." Naturally some weeds are overlooked. Treat your whole lawn! If you use a spreader to apply a dry powder, be sure it has big enough wheels so the bottom of the spreader doesn't brush against the grass and knock the powder off the leaves.

Wait for dry weather: Some brands stick a little tighter than others, but rain within 12 hours is likely to wash the chemical off before it can get in its licks against the weeds. But to insure the safety of your grass, never re-treat immediately. Instead, wait until the correct time for the follow-up application. Then start over again as if this were now the initial treatment.





Don't confuse weed killers with insect killers: The recent flurry of new chemicals has resulted in many lawns being treated with DDT (which kills bugs) when the owner meant to use 2,4-D (kills weeds). Other lawns have received potassium nitrate or calcium cyanate (fertilizers) instead of potassium cyanate, the weed killer. You won't harm lawn by your mistake—you won't kill any weeds either!



Never apply mercury and chlorine together: Delay using DDT or chlordan insect killers (contain chlorine) for seven to ten days after treating your lawn with one of the mercury weed killers, or the weed killer probably won't work. There is a chemical reaction between these two kinds of material that sometimes "locks up" the activity of the mercury.

(*Continued on page* 196)



OH! DEEP LUXURY!

INVESTMENT IN RUG LIFE

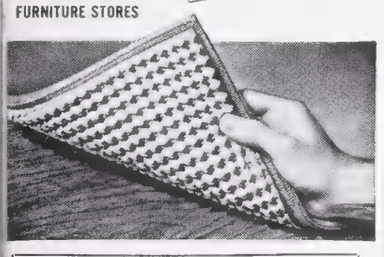
This marvelous sponge cushioning for rugs silences every footstep, and absorbs heel-grinding and scuffing. It's really insurance against wear—rugs give years more beauty. Non-slip; dustfree; washable; non-marking; mothproof.

Air Filled Sponge Rubber

Cuts to exact rug size

AT RUG AND FURNITURE STORES

US RUG UNDERLAY



Also ask to see U. S. Non-Slip that anchors skiddy rugs flat and neat. Inexpensive by the yard.

UNITED STATES RUBBER COMPANY

Most everyone prefers a V-M tri-o-matic*

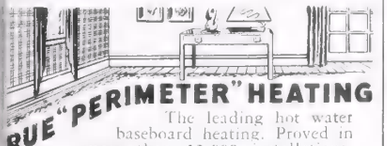


Add Music to your summer fun with a

V-M tri-o-matic PHONOGRAPH

Plays automatically all records, all sizes, all speeds—and shuts off after last record plays. Simple, one-knob control . . . superb amplifying system . . . plays into any AC outlet . . . ask for a demonstration at your radio-record dealers. Mf'd by V-M Corporation, Benton Harbor, Michigan.

*the "phono" in most top-brand radio-TV-phono combinations



TRUE "PERIMETER" HEATING

The leading hot water baseboard heating. Proved in more than 12,000 installations. Install in new homes or old. Folder on request to Dept. HB-6, Warren Webster and Company, Camden 5, N. J.

Webster BASEBOARD HEATING

IDEAS FOR YOUR VICTORY GARDEN

CONTINUED FROM PAGE 186

applied in an artificial watering. Are you searching for the reason for failure? This is most likely it. Remember the rule: one inch of water per week.

Mulching in the garden? Here's a list of useful wastes: Manure (best if you can get it), peat, vermiculite, compost (coarse), hay, salt straw, rice hulls, sawdust, ground corncobs, buckwheat hulls, peanut shells (chopped), pine needles, spent hops, pea and bean vines (if not infected), rotted oak leaves, or even small rocks and gravel.

Pinching practices in which you may safely and profitably indulge. Cucumbers are pinched after the third main leaf, again after the fourth leaf on the subsequent branches; melons, soon after the second leaf and then after the branches reach to six inches. After fruit-set I usually pinch the tips of the vines so that all the nourishment is received by the fruits. Tomatoes are pinched once to secure two branches for staking (if you like that method), twice to stimulate bushing. Eggplants and peppers are pinched once when they are about six inches high. A second pinch would delay fruiting too long.

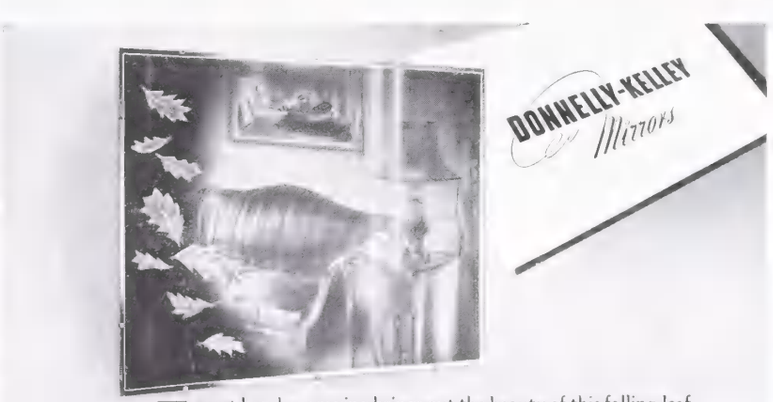
While in England I learned a trick that seems to pay off here with abundant melons in the garden. Don't leave the pollination of melons (even cucumbers) up to chance and the bees that zoom by. Do it yourself. Pinch off the male flowers (those with stamens and pollen dust), strip off the petals, and rub the pollen onto the stigmas of the female flowers. You can double your yields, but be certain to add plant food bimonthly to support the extra crops.

Things I wish I'd known before. My neighbor brightly and condescendingly brought out portable trellises for his pole beans and limas. He had two heavy posts set in at the end of each row. The tops were connected with 12-gauge galvanized wire. Over the wire he hooked bamboo and criss-crossed every two sections while fixing them in place by pushing them slightly into the ground.

Nearly all seeds germinate well this month. Parsnips taste better—if you like them—when planted in June. Try frying them quickly in butter and serving immediately. They are incredibly sweet. Succession-plant the basic vegetables again. If you select limas, then grow Sieva beans (the butter lima beans of the south). They reach maturity more rapidly and are incomparable when boiled with a smoked ham or kalbasi.

Give yourself a treat. Fry some of the younger cucumbers from your vines this month. Peel and cut in quarter-inch slices. Marinate one hour in cold salt water (and a dash of vinegar). Dry on a towel, dip in milk, pass through a beaten egg, and roll in fine bread or cracker crumbs. Fry in deep fat that is almost, but not quite, smoking. If there is a tastier vegetable for the dinner course, I haven't found it.

—Harry B. Logan



Expert hand-engraving brings out the beauty of this falling-leaf pattern to make this crystal-clear mirror a jewel-like addition to any modern or traditional interior. Write for illustrated folder.

Donnelly-Kelley Glass Company, Holland, Michigan



"Mmm...you made them with TRIBUNO!"



Guests who know— KNOW Tribuno

DRY for Martinis and dry Manhattans —to please the most exacting taste.

SWEET for Manhattans — the ultimate in flavor and bouquet.

TRIBUNO VERMOUTH

"THE LIFE OF THE COCKTAIL"

"21" Brands, Inc.

New York, N. Y., Sole Agents in the U.S.A.

More people prefer...



PRE-FAB* VENETIAN BLINDS

Custom-made for you!

Only PRE-FAB can give you *all* the wonderful features that add new service and beauty to your windows, including the all-metal enclosed head, self-adjusting tilter and finger-touch action. Only with PRE-FAB you get the important *one-piece* metal bottom rail that makes cleaning so easy.

Now . . . Eastern's improved all-metal slat material makes your venetians lighter, brighter, more beautiful. Many colors in long-lasting DuPont Plastic finish.

Insist on PRE-FAB! There is a custom manufacturer within reach of your telephone. *PRE-FAB blinds are custom-made with the equipment and products made by

EASTERN MACHINE PRODUCTS CO.
Baltimore 30, Md.

REPUBLIC

Duo-Way Disposal Unit



Ends Trash Trouble!

• Enjoy freedom from trips outdoors with bothersome garbage and trash. Ham bones, milk cartons, string, butcher paper, corn cobs — in fact *all* the burnable wastes a whole family can accumulate in a day — are taken in stride, once the Duo-Way is installed in your home.

Refuse is first slowly, odorlessly dried over a tiny gas* flame — then burned *completely* in a separate combustion chamber.

This is "gas disposal" — the modern solution to the garbage nuisance. Everything disappears except a light, fine ash — necessary to remove only about once a month and very good for your garden. No grates to shake! No cleaning out of partly-destroyed residue!

Get the facts now! **Descriptive folder FREE.**

*Not available for "Bottled" Gas



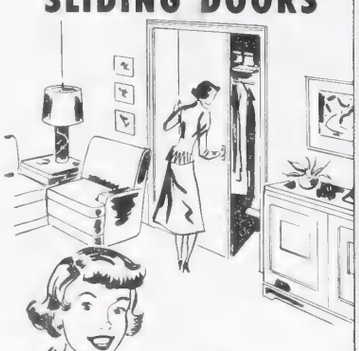
A Product of
AUTOGAS COMPANY
2154 West Fullerton Avenue
Chicago 47, Illinois

Available Only Through Authorized Dealers



the finest doors are **Sterling** HARDWARE

SLIDING DOORS



Mrs. B. discovered that she could have a generous closet, more wall space and convenient furniture arrangement by using sliding doors on fine **Sterling** HARDWARE (each hinged door wastes about 7½ sq. ft. of space.)

Whether you are building or remodeling, your home can be more attractive, more livable when space-stealing hinged doors are eliminated. Sliding doors mounted on smooth-gliding Sterling Hardware make your home smart, practical and modern.

say **Sterling** HARDWARE **to your architect, builder or dealer**

STERLING HARDWARE MFG. CO. 2343 Nelson St. CHICAGO, 18

HAVE FUN!
with Your Own
OUTDOOR FIREPLACE

It's easy to build yourself! Just add masonry — to your choice of design — around one of these all-metal units and you have an outdoor fireplace that works right. Costs less! A true recreation spot — for family or guests — right in your own yard. Everyone loves to cook and eat outdoors! Choice of sizes and accessories available.

See your dealer, or send check or money order

Model OF-28
Size 21"x26"x13½"
Only $20.95



56 Pages
DESIGN BOOK
25¢
WRITE FOR COPY TODAY

THE MAJESTIC COMPANY
377 Erie St., Huntington, Ind.

WANTED JEWELRY

We buy old or broken jewelry. Highest cash prices paid immediately. Mail us gold teeth, watches, rings, diamonds, silverware, eye glasses, old gold, silver, platinum, etc. Satisfaction guaranteed or your articles returned. We are government licensed. Write for FREE information.

ROSE SMELTING CO.
29-HB East Madison St., Chicago 2, Ill.

FREE • • FULL INFORMATION REGARDING THE NEW GEM *TITANIUM RUTILE*

everywhere hailed as More Brilliant than a DIAMOND. This Free folder tells you all about it, shows the actual stones actual size in real photos and tells the low cost. SEND POSTCARD TODAY before you buy anywhere. Write Dept. HB-T

HUDSON GEM CO., 15 E. 47th St., N. Y. C. 17

PROTECT YOUR STOVE TOP
ARISTO-MATS
INSIST ON THE GENUINE • ACCEPT NO SUBSTITUTES

Introducing

THE 1952 ALL-AMERICA ROSES

Three new roses win the top rose honor of the year. Last year no rose qualified for the All-America rating. Awards are made after a two-year rigid testing in 18 special testing gardens located in different parts of the country to provide all types of climate and soil conditions. Only 35 roses have been named to this hall of fame in the 13 years since rose testing started in America in 1938



SKETCHES BY MARGARET GRAHAM

Helen Traubel

Helen Traubel is a hybrid tea rose, sometimes a light, lively pink, but more often a luminous apricot which blends into a deep shade of orange. Flowers are at their best when they are partly open, although full blooms are exciting because of their exceptional size.



Vogue

Vogue is a floribunda rose, so it can be counted upon to produce large masses of bloom all summer. The color is a brilliant glowing rose flushed with salmon. Each flower measures about three inches across. Buds are dark, oval in shape. Plants grow about 30 inches tall.



Howard

Fred Howard is a rich yellow hybrid tea rose. Buds are long, opening to high centered flowers. The plants are unusually strong and hardy, and blossoms are on long stems ideal for cutting. Many rose experts call Fred Howard the finest modern yellow rose.



"It's our lucky tree, too, Bob!"

"When I was a little girl, I used to sit under this very tree and dream of my knight in shining armor . . . just as Mother told me she used to do.

"Well, she got her knight . . . and now I have mine. And I can almost hear this tree whispering its pleasure. Bob . . . let's always take good care of it . . . as Mother and Dad did. It's our lucky tree, too, isn't it?"

★ ★ ★ ★

As long as beautiful trees are standing, sentiment will never die. And, for all the pleasure we gain from trees, we need return in thanks only a little thoughtfulness and a little care.

The loss of a tree is the loss of a friend. The Davey Man is dedicated to the protection of those friends . . . of yours . . . of his. Since his youth, he has been at home in their branches. Today, his chosen work is giving them the skilled care that can prolong their life and beauty.

The Davey Man is well prepared . . . with years of thorough training in theory and practice . . . and with the finest, most up-to-date equipment known to his profession. His standing in the community is high and his opinion respected. He follows in the footsteps of three generations of Davey Men and, like them, he lives up to his trust.

THE OLDEST AND LARGEST TREE SAVING SERVICE IN THE WORLD

DAVEY TREE EXPERT COMPANY • KENT 2, OHIO

MARTIN L. DAVEY, Jr., PRESIDENT



Tree Moving | Cabling and Bracing | Pruning | Tree Surgery | Spraying | Tree Feeding

Adventure

IN FALL COLOR



TOTTY'S ***Selection of Hardy Chrysanthemums***

Whether you've grown Mums before or not here's a chance to spread color in your Autumn Garden with a lavish hand. This generous offer includes many types . . . Early Flowering, Baby Pompons, Improved Pompons, Northland Daisies, Korean Daisies, Singles, etc., in many colors. You specify colors desired—we choose varieties. You'll be delighted with the results when your plants flower in the Fall.

25 Plants
$7.50

50 Plants $12.00—
100 Plants $20.00
F.O.B. Madison

Send 25¢ in coins or stamps for our beautifully illustrated 1951 Catalog.

Totty's *for the finest* Dept. H-6, Madison, N. J.

Specialists in Roses, Chrysanthemums, and other Perennials

LAWN BEAUTY

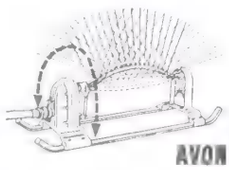


All Season long-year after year

The Avon oscillating lawn sprinkler sprays s-l-o-w-l-y, back and forth, allowing each drop to penetrate into the grass roots and subsoil. You'll be delighted at the even, rich, velvety lawn that results from this thorough irrigation.

You can move it easily . . . only 4½ lbs. of light weight, rust-proof metal, strongly constructed.

You'll be amazed at the coverage . . . over 1500 square feet or more. Simple 4-way adjustment for limited areas. Sold and guaranteed at better seed, hardware and department stores everywhere at only $14.95.



AVON Sprinkler
THE FAMILIAR LINE OF YELLOW SPRINKLERS

AVON MANUFACTURING CO., WORCESTER 4, MASS.

YOU CAN'T MAKE YOUR *OWN* RULES ABOUT THE NEW WEED KILLERS

CONTINUED FROM PAGE 192



Keep away from new seedlings: Young grass is likely to be burned fatally by 2,4-D or potassium cyanate. Old grass would have reserve strength in its roots to grow a new top, but new grass usually dies. No rule can be given about waiting except to be sure grass has thrifty roots.

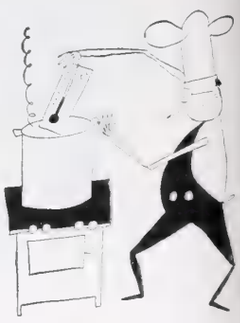
Try to avoid spraying clover—if you want to keep it. Well-established clover will lose its leaves, but the roots usually will produce new leaves in time. If you *want* to kill the clover in your lawn, use 2,4-D in warm water twice on hot days.





Know what you want to kill: Not every coarse grass is crabgrass! Quackgrass, which looks like crabgrass, is completely immune to all chemical weed killers except those that also kill lawn grass. You frequently must use a different concentration of weed killer (often a different time of year) for different weeds.

Heat the water: Plants absorb warm water faster. Heating is important especially for potassium cyanate (which needs 160-degree water) or when leaves are so waxy that spray is likely to run off unless absorbed quickly. Some brands of weed killer now contain wetting agents to help penetrate the wax, but even these brands work best when warm.





Use a fine spray: Cloud-like spray is most efficient. The idea is to coat the leaves with tiny droplets. (Big drops run off too fast.) Spray or dust that falls to the ground is wasted. Absorption is through the leaves rather than the roots. Pouring on lots of chemical "for a good job" may burn and kill grass roots. Never treat a bentgrass lawn.

For More Gorgeous Roses



Dust or Spray with

SAFER, EASIER-TO-USE

DU PONT FLORAL DUST

(WETTABLE POWDER)

Keeps foliage healthy and flowers thriving. Exclusive Du Pont formula prevents damage from many insects and fungous diseases, yet won't burn tender roses and other plants. Full directions on the package . . . get Floral Dust from your dealer. If not in stock, order by mail: 8-oz. dust gun, $1.00; 1-lb. can, $1.40 postpaid. Du Pont, 4030C. Du Pont Bldg., Wilmington, Del.

DUPONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY



AZALEAMUM "PAPOOSE"©

Crowning Glory of 32 Years of Plant Breeding

Hard to imagine such lavish profusion of blooms on a single plant or such a gorgeous display of color! Single blossoms are 2" to 2½" across and as many as 600 on one plant the very first year! Plants ordered now will be shipped in time for fall planting to bloom in full glory next season. Write for new fall catalog that gives full information. It's free. Just send a postcard.

FREE CATALOG

R. M. KELLOGG CO.
Dept. 724, Three Rivers, Mich.



MIST — A FINE ATOMIZED SPRAY

MIST with revolutionary design uses 50% less water. MIST gives complete soil saturation; keeps right degree of moisture. MIST gives deep penetration of water into roots; prevents damage of delicate seedlings, roots and flowers. No surface washoff. Nothing to wear out. Satisfaction guaranteed.

Thousands of Satisfied Users

A BIG VALUE — Only $3.25

MAIL ORDERS — Send Check or Money Order. No C. O. D's.

DI MACHINE CORP. (OUR 14th YEAR)
2700 IRVING PARK ROAD CHICAGO 18, Illinois

IRIS



Iris produce armfuls of flowers for little work

CONTINUED FROM PAGE 131

Many of the new iris are especially resistant to wind and rain. Others have exceptionally good keeping quality as cut flowers. Almost all grow so thriftily that they increase two- to five-fold each year. Buy three of a kind now and soon you will have a vigorous, full bed of the desired color.

Choose a sunny spot, preferably in rich loam, although iris will grow slowly in almost any soil. Reserve a space solely for the iris. They do not thrive when crowded in among other flowers. They must have ample air circulation or rotting of the rhizome is encouraged.

Iris are shallow-rooted, so cultivate carefully. Iris will live for years without cultivation, but except in really sandy soils, growth is never as good as when the soil is loosened occasionally. Iris experts dig and divide their plants every third or fourth year. This reinvigorates them. You will get much bigger blooms, stronger stalks, and often more blooms on a stalk after this replanting.

Beginners often are disturbed to discover that their iris rhizomes won't stay buried—they almost always soon sit half out of the ground. This is the normal way for iris to grow. There is no danger of injury, even though the sun reaches the rhizomes. In fact you will have less danger of rot if the sun can dry off the rain quickly.

As for the leaves that yellow and die, pull them off. This leaves a clean break at the rhizome. If you were to cut them off, the small piece of leaf that remained would hold moisture and encourage rotting of the rhizome.

If you live in the iris borer belt —roughly running from Philadelphia to St. Louis and Des Moines —protect your plants regularly with wettable DDT sprays. If you discover the telltale holes or brown-

(*Continued on next page*)

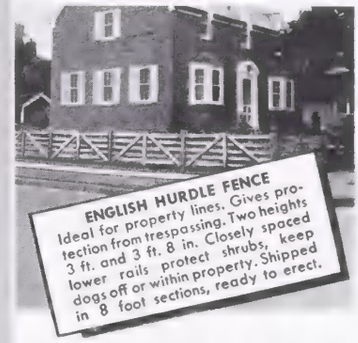
WOODEN FENCES & GATES



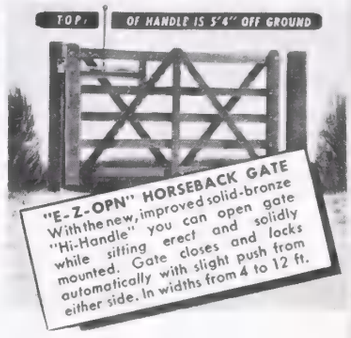
WOVEN PICKET FENCE
Half-round saplings. 2 types. Woven Cleft with ¼" between pickets. Our special Close Type has pickets with sawed edges butted tight together; assuring absolute privacy. We also import genuine French picket fence.



POST AND RAIL FENCE
A strong, beautiful, long-lasting all-purpose fence. Made of finest selected, hand-split chestnut-timber. Available in the 2, 3 or 4 rail types. As with all Rusticraft Fences, matching gates of many widths available.



ENGLISH HURDLE FENCE
Ideal for property lines. Gives protection from trespassing. Two heights 3 ft. and 3 ft. 8 in. Closely spaced lower rails protect shrubs; keep dogs off or within property. Shipped in 8 foot sections, ready to erect.



"E-Z-OPN" HORSEBACK GATE
With the new, improved solid-bronze "Hi-Handle" you can open gate while sitting erect and solidly mounted. Gate closes and locks automatically with slight push from either side. In widths from 4 to 12 ft.

WE ARE THE ONLY FENCE COMPANY IMPORTING FRENCH WOVEN PICKET FENCE DIRECT FROM FRANCE

Write today for Illustrated Booklet and Prices.

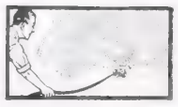
Rusticraft FENCE CO.

DAVID TENDLER · Est. 1918 — 6 KING RD., MALVERN, PA.

CRYSTAL-MIST REMOTE CONTROL LAWN SPRINKLER

The Finest Sprinkler - Next to Rain

PRICE $7.75 SUBJECT TO CHANGE



A Slight Tug of Hose . . .

REGULATES SPRAY OR SHUTS OFF WATER



No Walking Back And Forth To Tap



CRYSTAL MIST Remote Control Sprinkler is an amazing development. It is saving home owners—hours of time—steps—hose and lawn damage. Just a simple tug on hose regulates spray from 45 ft. radius to 5 ft. or completely shuts off water.

ORDER TODAY - FULLY GUARANTEED

Enjoy the many advantages of Remote Control in CRYSTAL MIST SPRINKLER. Made and guaranteed by a company with over 40 years of experience. Operating parts are brass with corrosion-proof chrome and equipped with corrugated wheels to control the water valve.

If your dealer can't supply, send coupon NOW! TODAY!

CHICAGO ROLLER SKATE CO.
Sprinkler Division
4462 W. Lake St. Chicago 24, Ill.

If Your Dealer Can't Supply

SEND Coupon Today!

Chicago Roller Skate Co.,
4462 W. Lake St., Chicago 24, Ill.
Gentlemen: Rushed to me at once my CRYSTAL MIST SPRINKLER(S) for which I ENCLOSED $7.75 (OR SEND C.O.D. FOR $7.75 PLUS POSTAGE AND C.O.D. CHARGES).
PRINT NAME
ADDRESS
TOWN
STATE
Dealer's NAME

BEST BUY IN '51 AND YEARS TO COME



Eclipse

THE WORLD'S BEST LAWN MOWER

ONLY ECLIPSE OFFERS ALL THESE FEATURES

Power driven wheels
Power driven heavy duty reel
Power driven sharpener
Five sharp durable blades
Oil tempered lower knife
Timken bearings in reel
Positive action clutch
Diamond roller chain drive
Goodyear puncture proof tires
Briggs & Stratton 4-cycle engine
Finger-tip controls
Patented floating natural-grip, all-steel handles

ROCKET 20"



Value leader since 1938. Effortless, dependable, precision mowing for the average lawn. Standard and Hi-Cut models.

Model names are trade marks of The Eclipse Lawn Mower Co.

LARK 18"



HAVE A MORE BEAUTIFUL LAWN

Write for your copy of this free booklet written by prominent authority.

Priced much lower than you'd expect for the quality you get.

★ Precision-built Eclipse power lawn mowers have every outstanding and exclusive feature for easier, economical lawn mowing. Point by point comparison is convincing proof. Each year... as your Eclipse provides unmatched performance ...you realize that here is a value never equalled. With Eclipse, you finish faster ...feel fresher.

THE ECLIPSE LAWN MOWER CO.
Division of Buffalo-Eclipse Corporation
1006 Railroad Street Prophetstown, Illinois

Eclipse Power Lawn Mowers are manufactured in Canada by MAXWELL, LIMITED, St. Marys, Canada

POWER LAWN MOWERS BY

Eclipse

A COMPLETE LINE OF HAND AND POWER MODELS

IRIS

CONTINUED FROM PRECEDING PAGE

ish borer tunnels in the leaves, cut the affected leaf off below the borer and destroy. If the borer is already down into the rhizome, dig it and cut away the borer-containing part. Infested rhizomes usually are partially rotted, with a bad odor all their own. Iris borer is really not a serious problem if you take good care of your iris.

What effect on next year's bloom comes from cutting the iris flowers? None. Cut all you want. But remove only a few leaves. These are necessary for big blooms next year.

Thirty iris are now included in the Hall of Fame chosen by the American Iris Society:

Yellows—Ola Kala, Fair Elaine, Golden Majesty, Golden Treasure, Elsa Sass, Treasure Island, Golden Fleece, Tiffany, Ming Yellow, Spun Gold, Prairie Sunset, and City of Lincoln.

Reds—Junalaska, Red Valor, China Maid, Red Douglas, and Christabel.

Blues—Great Lakes, Gloriole, Missouri, Chivalry, Sierra Blue, Wabash, Shining Waters.

Purples—Sable, Amigo.

Whites—Matterhorn, Los Angeles, Snow Flurry.

WHY MAKE GARDENING SUCH HARD WORK?

CONTINUED FROM PAGE 131

control before the invading pests become numerous. Also consider the likely traffic in your garden. Grass can't stand up under constant wear.

Shrubs that are brushed regularly by autos or people won't stay healthy.

Next consider plants. Are they climate hardy? Consider both summer and winter. You *can* keep exotics alive, but only at the cost of constant pampering. Plants that make gardening fun are thrifty and pest-resistant. They have the correct habit of growth, shape, and size to do the job you want done. Why struggle with plants particularly susceptible to mildew, blackspot, Japanese beetle, or whatever is the cause of grief in your area? Why try to keep a fast-growing giant evergreen chopped down to its baby size? You don't expect children to stay baby-size!

Pest control scares a lot of people. Sure, it's bound to be work, but it needn't be *hard* work or the always-present task it is in many gardens. Modern all-purpose dust and sprays are highly effective. They kill the pests (you don't have to know *what* pest) without injury to your plants. But you still have to hit the pests or coat the leaves with poison, so make it easy to do this.

Space your plants generously. Keep flower beds narrow enough so you can reach the center plants. Confine plants susceptible to similar pests to the same bed so you don't have to walk all over the garden when you spray or dust.

Ideally, keep likely trouble spots close to your garden storage and adjacent to a path you usually use each day anyhow, so you will spot invasions early. Avoid planting near backgrounds (windows or light-colored walls) likely to be stained by sprays or dusts. Manip-

DUBOIS
Reg. U. S. Pat. Off.
WOVEN WOOD FENCE



Affords privacy and protection. Beautifies and screens from automobile glare. For country estate, suburban home, city lot or penthouse. Makes a lovely background for garden vines and plants. Moderate prices. Easy to erect. Never requires painting. Lasts for a generation.
3 styles—Close Woven—Close Cleft Open Cleft
Heights 18", 3' 10", 4' 11", 6' 6" & 8'



DUBOIS Old Fashioned Post and Rail Fence

The favorite fence for suburban and country homes. Hand split chestnut, with either chestnut or locust posts. 2, 3 or 4 rail styles, 4 feet high, creosoted post ends.
Also makers of DuBois 4 and 5 Bar Hurdles.
Write for free folders

DUBOIS
FENCE & GARDEN CO., Inc.
342 Madison Ave., N. Y., N. Y.
Ridgefield N. J. 3990 Chevy Chase Dr. Los Angeles



End 'em with all-purpose End-o-Pest

Remarkable End-o-Pest protects flowers and vegetables against their 3 major enemies—sucking and chewing insects, and fungus diseases. Ready mixed—ready to use in handy refillable dust gun container. Get it now!



2 more great gardening aids!

VIGORO ... complete, balanced plant food

End-o-Weed ... kills 100 different kinds of weeds



Easy to use on your
• FLOWERS
• LAWN
• WALKS
• CAR, etc.

• Squeeze—it's on! Fine mist, spray or heavy stream at slight hand pressure. Locks in position desired.
• Release—it's off! Automatically! No drips, no leaks. One Hand operation. Saves water, time, your temper!
$1.69 from your supplier, or write
KAY PRODUCTS INDUSTRY
1389 Sloane Ave. Lakewood 7, Ohio

Do you have a
SCHOOL PROBLEM?

Every year Cosmopolitan Magazine's experienced, college-trained staff helps hundreds of perplexed parents and students solve their school and college problems. This individualized School Information Service is available to you, too...

WITHOUT COST OR OBLIGATION

Just write, or telephone CO 5-7300, Ext. 450, giving age of student, present grade in school, special interests, approximate rate you expect to pay and location you prefer. Address:

COSMOPOLITAN EDUCATION DEPARTMENT
57th St. at 8th Ave., New York 19, N. Y.

LEARN THE BRANDS!
The manufacturers' brand names in the advertisements in HOUSE BEAUTIFUL are the quickest, most accurate way of naming the exact products you like.

Scotts UNIQUE DRY COMPOUND

Kills Crabgrass



Second successful year coming up for this exclusive product of *Scotts* Lawn Research. *SCUTL* defeated Crabgrass on thousands of lawns last year.

NO MIXING —no fussing with sprayer. Apply as it comes from the box.

EASY TO USE from handy shaker box or with a spreader.

SAFE, in recommended usage will not harm lawn grasses, persons or birds.

Stop Crabgrass before it ruins your lawn. At your dealer's or write Scotts, Marysville, Ohio. Cost is nominal.
Box–$.79 and $1.95 *Bag–$5.85*

SCUTL® SCUTTLES CRABGRASS

SCOTTS *Lawn Care* PRODUCT T.M. REG.

New TULIP Sensation Blooms Days Earlier!



nly at Kellogg's—this rand new robust strain f extra-early tulips. ave lovely tulips hile your neighbors ait. Bloom up to 2 eeks before the Darins—taller, stronger lems—8 lovely colors. ne of scores of exciting rden novelties in Kelgg's new Fall Catalog. 's yours FREE. Write day.

. M. KELLOGG CO.
Dept. 730—Three Rivers, Mich.
FREE Catalog

Tall Bearded **IRIS**

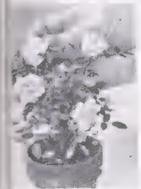
Heavy List of Rare Winning Varieties

Tomorrow's Iris priced for today. Surprisingly low prices for quality varieties.

Write for List FREE

Prices and descriptions. (We do not issue color catalog.) Rhizomes best anywhere—guaranteed to grow or we replace. Ask anyone who has dealt with us.

IRIS TEST GARDENS
Route 1, Box 805-B, Yakima, Wash.



MINIATURE ROSES

Imagine a Rose Bush only 8" high with perfect tiny blooms! Fragrant. Grows inside, outside. Year 'round blooming. Easy to care for. Comes ready to bloom in a rustic "Oregon Cedar" planter. Ideal gift. ☐ Red, ☐ Pink, ☐ Rose Pink. $2.50 each, 3 for $6.00 postpaid. Send for free folder.

JOHN THUMB, DEPT. HB, BOX 132, PORTLAND 7, OREGON

ulate the micro-climate to make life tougher for bugs and blights. Avoid air traps, for example: Moist, still air encourages mildews. Hot, dry exposures cause such bugs as redspider-mites to multiply rapidly on evergreens. Dense shade weakens sun plants and causes them to grow spindly—easy victims when wind and beating rain come along. Hot sun on unmulched soil quickly robs its moisture. Some plants suffer an actual root burn when the soil gets too hot. So mulch to head off trouble—and thus save work.

WIND and rain are beyond your control somewhat, but their damage can be minimized. Protect your garden with adequate windbreaks and plant flowers in groups that help support each other. Stakes are usually unsightly, but you may be able to locate the planting so that your fences are the supporting stakes. Also try dwarf varieties of your favorite flowers to avoid need for staking.

As for lack of rain, irrigate before the plants get so weakened that pests take over. Keep the ground covered with a couple of inches of peat, vermiculite, or a similar mulching material to prevent excessive drying. Mulches also help cut down the spread of diseases, incidentally, by absorbing raindrops and thereby preventing splashing of fungi-infested mud up onto the leaves.

SUCCESS naturally depends upon the soil, although poor soil fertility is seldom the real cause of trouble. Poor *drainage* is the number one problem. Roots must have air or they function poorly. Many actually drown. Cold, wet soil also causes seeds to rot. Wet soils may lower cold resistance of many plants. Plants that survive temperatures 20 degrees below zero in well-drained soil often succumb quickly at 20 degrees above zero in wet pockets of soil. So provide good drainage before you start to garden. Install tile if necessary.

Control erosion at the same time: Roots suddenly exposed one day by washing naturally aren't likely to survive. Neither is lawn grass if the ground has hillocks that get scalped by the lawnmower.

Only after these problems are cleared up need you worry about soil fertility. Modern plant foods will take care of the immediate needs of your plants, but you should build up a generous supply of humus in the soil to even out the food supply available between feedings. Humus also helps

(Continued on next page)

The Finest Giant IRIS ever grown



Red Valor $1

Schreiner's Giants

NEW GLOWING COLORS, taller, bigger, easier to grow

Here is a brilliant star for your Spring Garden. Red Valor is one of our improved, modern Iris in glowing new colors. Kings and Queens of Spring. Blooms are three times larger than old fashioned Iris. Individual flowers 6 to 8 inches on stems 3 to 4 feet tall. Easy to grow, little work. A garden full of color every Spring increasing in beauty each year. Rainbow colors —hard to believe until you see them.

1951 IRIS BOOK IN COLOR



50 pages of the finest Iris in America in true-to-life color .... Planting plans, arrangements for home decoration, the 100 Best Iris and scores of interesting features. Enjoy the marvel of modern Iris. Single copies **25c,** deductible from your first order.

A MONEY-SAVING DEAL

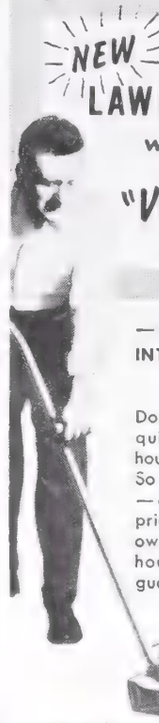
Here's a special collection—a garden full of Spring color at a $8.35 saving. TOP PRIZE WINNERS. No. 1 Oregon grown roots. RED VALOR (red), OLA KALA (gold), MINNIE COLQUITT (stitched violet), GRAND CANYON (coffee), SABLE (blue black), MOROCCO ROSE (rose), AZURE SKIES (blue), ANGELUS (pink), RADIANT (orange), MATTERHORN (white). Armloads of heavenly color.

THESE 10 ROOTS AND THE IRIS BOOK (an $8.35 value, savings $3.35) for $5.00

SCHREINER'S *Gardens* Route 2, Box 327E Salem, Oregon

TRIM MASTER, JR.

NEW ELECTRIC LAWN TRIMMER
with amazing
"VACUUM ACTION"



—SUCKS THE GRASS INTO THE BLADE FOR UNIFORM TRIM!

Does every trimming job quickly, effortlessly. An hour's trimming in 5 minutes! So light, so safe, so simple —*anyone* can use it. And priced for the average lawn owner. AC-DC, operates on household current. Fully guaranteed.

AROUND SHRUBBERY!
ALONG WALKS!
ALONG DRIVES!
AROUND TREES!

Send for literature. See it at your dealer.

E. F. BRITTEN & CO.
26 South Ave. W., Cranford, N.J.

CRYSTAL CLEAR WATER

for your swimming pool

...in a jiffy!

● If slimy, algae-laden water spoils your swimming pleasure, here's how you can eliminate this unsightly and annoying problem easily with EXALGAE. This amazing new liquid not only destroys algae (minute water plants), it also prevents further growth. EXALGAE is colorless and odorless—will not stain pool finishes. Completely harmless to swimmers' skin and eyes.

So easy to use! Just fill pool with water and pour in EXALGAE. Three to four gallons will keep the average pool algae-free *throughout* the summer. Since EXALGAE destroys minute water growths, it is not recommended for fish pools or lily ponds.

Those refreshing, invigorating plunges in clear, inviting water *can be yours*. For complete information send 10¢ (handling cost) for "Swimming Pool Handbook." Be sure to give dimensions of your pool.



INERTOL CO., INC.
490 Frelinghuysen Ave.
Newark 5, N. J.

27 South Park, Dept. 6
San Francisco 7, Calif.

Imported ATCO BOATIMPELLER
takes bugs out of outboarding



AIR COOLED — no corroding, no flushing needed in salt water use. No pumps to choke.
"TAKE DOWN" — two-section design, easier to carry and stow.
SWINGS INBOARD — motor can be started before boat is launched. Starts easier, quicker.
ADJUSTABLE TILLER — easier, more comfortable steering.
SHALLOW DRAFT — can be used in any water deep enough to float boat, drives boat on any beach.
LIFTS UP — easier to avoid underwater obstacles.

Designed by the makers of famous Atco Mowers. Straight-line drive does away with gears, shear pins and angle drives. Less friction, wear and trouble. If your dealer doesn't carry, phone Whitehall 3-4242 or write Atco, 67 Broad Street, New York, N. Y., for literature and a demonstration. *Additional Dealers Needed. Write for Details.*

ATCO BOATIMPELLER
67 BROAD STREET • NEW YORK, N. Y.

Habitant
FACTORY FABRICATED
RUSTIC WOOD FENCE

Habitant

A Habitant Rustic Wood Fence around your property does a beautiful protective job. While preventing intrusion, it imparts charm and dignity to your lawn or garden. Factory fabricated from Michigan White Cedar. Available in standard lengths and special sections to fit your individual ground plan. Write for free catalog and name of your nearest dealer.



HABITANT FENCE INC.
BAY CITY 37,
MICHIGAN

Cooley's 1951 Edition
Famous IRIS BOOK
IN *Full Color*

Iris in beautiful, natural color – 48 pages of them (9x12 size). Over 75 pictures of world's finest iris – many full page illustrations suitable for framing. A **must** for beginners and experts.. "Truly a collector's item"...writes one gardener. Brilliant colors.

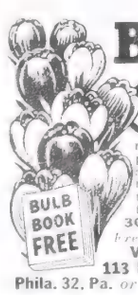




Send 25¢ for your copy today

Money refunded with first order. It really costs us almost twice that amount. Limited edition. Send 25c stamps or coin today.

Cooley's GARDENS
Box B, Silverton, Oregon



Burpee Crocus LARGE FLOWERED 3 Bulbs **10¢**
SPECIAL! **30 Bulbs $1**
75 Bulbs $2
A spectacular mixture—blue, purple, yellow, white, and striped. Choice bulbs about 2 in. around, guaranteed to bloom. **Crocus are scarce!** Order today (send dollar bills at our risk). **30 bulbs $1; 75 bulbs $2,** postpaid. *Free Bulb Book—Tulips, Daffodils, etc.*
W. ATLEE BURPEE CO.
113 Burpee Building, *at nearest city:*
Phila. 32, Pa. *or* **Clinton, Iowa** *or* **Riverside, Calif.**

ABC's of GARDENING
. . . everything you need to make gardening fun you'll find in House Beautiful's 1951 PRACTICAL GARDENER. For *your* copy, send 50c to House Beautiful, 572 Madison Ave., New York 22, N.Y.

DR. STOUT'S Daylilies

For more Garden beauty with less garden labor. Pest and disease free.
SEND 10c FOR ILLUSTRATED BOOKLET telling Why, When, How, Which and Where to Plant.
FARR NURSERY CO.
Box 251 **Weiser Park, Pa.**

WHY MAKE GARDENING SUCH HARD WORK?

CONTINUED FROM PRECEDING PAGE

hold needed moisture in the soil.

Lastly, is your soil deep enough? Six inches of topsoil is the least you can use without resorting to constant pampering to keep your plants healthy. If you are struggling along with only three or four inches now, add a layer of humus (peat or old tree leaves) next time you plow or spade the ground, and go a little deeper than usual so that gradually, over the next few years, you will get to the six-inch depth needed for good growth.

EQUIPMENT seldom gets blamed when gardens seem more work than they are worth, but there is no quicker way to kill enthusiasm than to have to put up with poor equipment. First, you must have the right tools. It is *possible* to garden with just a rake, shovel, and hoe, but it is hard work and unnecessary. Equip yourself with all the pieces of equipment needed to do each job efficiently. The exact number and kinds depends upon what you include in your garden. In any event, insist upon sturdy stuff. Trowels that break, sprayers that wheeze and clog, blades that won't hold an edge—these are grief builders. Insist upon rust-resistance, too. This means paint on exposed, non-operating parts, easy oiling elsewhere.

Motorized equipment must be easy to start (beware of unknown brands of engines). Be cautious about so-called "all-purpose" pieces of equipment. Be sure they do each job efficiently. Too many all-purpose garden gadgets do everything passably but nothing well. You often will be far happier with separate pieces, even though the initial cost is more.

Then how about storage? Is the proposed equipment easy to store? Will it be safe in storage—safe for itself and for you? Stuff you have to store in out-of-the-way places makes work, and you'll find yourself forgetting or ignoring it when the need suddenly pops up. Likewise, is it easy to find? Hours of gardening time are wasted each year in hunts for misplaced pruning shears, garden gloves, and caps that aren't permanently chained to the container.

Lastly, are you doing a lot of hard work that wheeled tools, preferably self-propelled, could do? Is gardening hard work because *you* haven't made it easier? Now is the time to turn over a new leaf.

GARDEN BOOKS WORTH READING

Tree Crops by J. Russell Smith. Devin-Adair Co., New York, 1950. 408 pp.

Mr. Smith's enthusiasm for his subject leaves the reader breathless. With exclamation points, double and triple question marks, occasional italics and capital letters for hyperemphasis, there is no doubt that he is trying to change the agriculture of America to silviculture, particularly to the production of nut trees.

"The nutrition value of the nut meats from an acre of black walnuts . . . puts an acre of grass to shame as a unit of the nation's food production," he writes. But he does not consider the time it takes to grow a tree to bearing size, in comparison to an annual crop of grass; or what would happen to our cattle if trees, and walnut meats, were substituted for their grass, or even whether walnut trees would grow where grass has grown for generations. He does, however, quote from Farmers' Bulletin No. 1392 of the U. S. Department of Agriculture to prove that grass will grow well beneath a black walnut tree, in contradiction to belief, and he also quotes from two growers who say that both wheat and clover are good beneath black walnut.

The book is packed with quotations from letters and publications, boosting in turn the leguminous trees (algaroba, carob, honeylocust, mesquite), then the mulberry and persimmon, all as livestock feed; then the chestnut, oak, Persian ("English") walnut, eastern black and other walnuts, pecan, and native hickories.

The author's scheme of planting involves many years of care and culture, much more than the average farmer can afford. However, the book has much to offer, though it must be taken with a grain or two of salt.

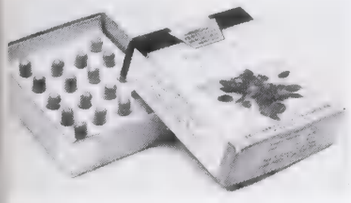
A professor of economic geography, the author has been hammering at this subject for more than 40 years.—Carol H. Woodward

WORK-SAVERS FOR GARDENERS

CONTINUED FROM PAGE 155



"Portco" garden twine comes in ndy 250-foot spool. It is weather-re-tant—no shrink and no sag. Slips adily into pocket of your gardening bthes. Portco Corp., Vancouver, Wash.



"Kapsulate" is a special insect killer ade for pests of African violets. Each psule treats soil in one 4-inch pot. lly Agr. Prod. Co., McKeesport, Pa.



"Garden Club Pruner" is small version the famous "Parrot Pruner," made ecially just to fit a woman's hand. rgent & Co., New Haven, Conn.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

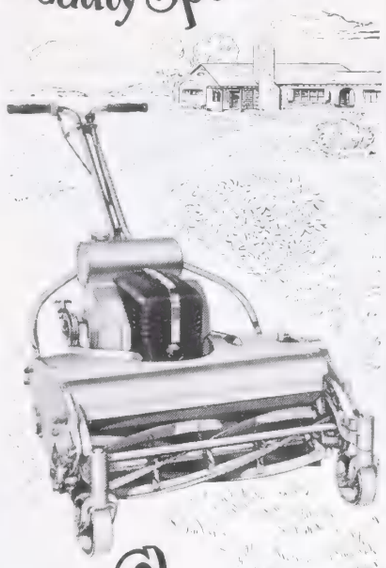


"Waterspike" is a two-way sprinkler. throws water in a spray as a rotary inkler or forces water into soil ough holes in its spike base. Produc-n Engineering Co., Berkeley, Cal.



"Flaring Rose" nozzle throws water as ine mist. Ideal for wetting down new dlings. Rubber bumper protects ay plate if nozzle is dropped. L. R. lson Manufacturing Co., Peoria, Ill.

Beauty Specialist



for lovely lawns

Jacobsen ESTATE 24

For lawns where only the finest equipment is acceptable, the Jacobsen Estate 24-in. power mower is tops. Rear drive permits close trimming around trees, flower beds and along fence lines. Faster reel speed in relation to forward speed of mower leaves turf unusually smooth and uniform.

Ride while mowing. The powerful, instant-starting Jacobsen engine easily pulls a riding sulky.

Your Jacobsen dealer will show you this smooth-cutting performer. Also see the other reel-type mowers from 21 to 30-inch cutting widths plus a complete line of Jacobsen-Worthington Rotary Disc power mowers ranging from 18 to 62 inches.

Jacobsen MANUFACTURING COMPANY
Dept. HB6 • Racine, Wisconsin

WORK-SAVERS FOR GARDENERS



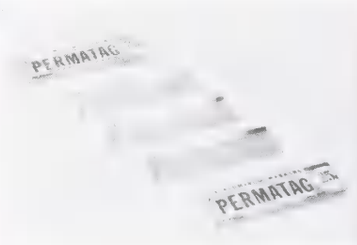
• "Fiberglas" aerating pads are to put in the bottom of flower pots to insure good drainage and proper aeration in soil. Decay-proof. Sold in packs of 25. Gro-Quick Manufacturers, Chicago.



• "Ideal" hand weeder is made of forged steel, so holds its edge a long time. Angle of cutting blade is just right for easiest operation. William Johnson, Inc., Newark, New Jersey.

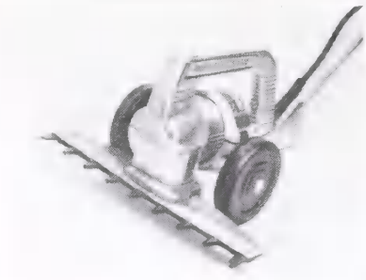


• "3-Way" sprinkler waters in a full, half or quarter circle. Secret is the small, notched plate attached to chain in the photograph. Consumers Products Corporation, South Bend, Indiana.



• "Permatag" plant markers are made of soft metal that indents to make a permanently legible record. Sold in packages of 24. Western Growers Supply Company, Pasadena, California.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



• "Trimzit" electric clipper cuts hedges, or will trim the edges of lawns when equipped with its wheels and long handle, as here. Electric Sprayit Company, Sheboygan, Wisconsin.

In Your Present Home

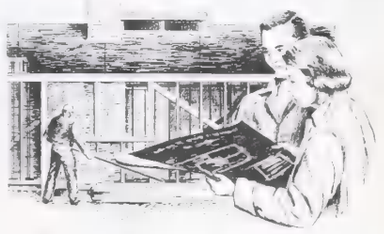
CUPRINOL® STOPS ROT AND TERMITES



Wooden porch steps, flooring or columns; a window sill that's lost its paint; wooden gutters; lattice work; any wood in contact with the ground—a coat of Cuprinol gives proven protection against rot and termites . . . can be painted over . . . harmless to the skin . . . easily applied by brush, spray or dip.

In Your New Home

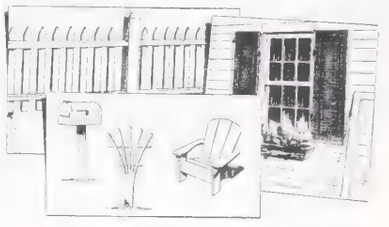
CUPRINOL® REDUCES WARPING and SWELLING



When you build, when you repair, give all new wood one coat of Cuprinol before you paint. Cuprinol not only stops future rot but it is water repellent and reduces the swelling and shrinking of doors and windows. On plywood it provides a lasting smoother finish beneath paint, varnish or stain.

Around Your Place

CUPRINOL® MAKES WOOD LAST LONGER



For wood fences, posts, trellises, window boxes, shutters, screens, garden furniture . . . Cuprinol gives longer life at little cost. It is the safe, economical wood preservative in quarts and gallons for home use.

At Lumber Dealers and Marine Supply Stores



CUPRINOL Div., Darworth, Inc.,
34 Maple St., Simsbury, Conn.
Yes, I'd like folders about Cuprinol—
Name_____
Address_____

No. 4280 Group
Simulated Rattan

TROPIQUE
REG. U. S. PAT. OFF.
Furniture

For sun room, den, rumpus room or living room there is nothing better.



See it at the Better Stores.

AMERICAN
CHAIR COMPANY
MANUFACTURERS
SHEBOYGAN, WISCONSIN

Why climb stairs?



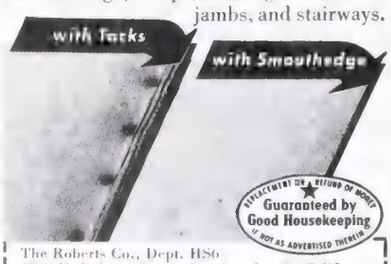
The SHEPARD HomeLIFT is the practical solution for any member of the family who cannot or should not climb stairs. Safe, easy to install and operate, and moderately priced. Representatives in all principal cities. Write for descriptive bulletins.

SHEPARD
THE SHEPARD ELEVATOR CO.
5003-F1 Brotherton Road
Cincinnati 9, Ohio

No Tack Marks
with Smoothedge
Carpet Installation



MAIL COUPON TODAY for your *Free* copy of this colorful, interesting booklet. Full-color illustrations show how the new SMOOTHEDGE tackless installation method makes possible the utmost loveliness of wall-to-wall carpet. See how to eliminate the marring effects of tacks at wall edge, fireplaces, registers, door jambs, and stairways.



Guaranteed by Good Housekeeping
REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

The Roberts Co., Dept. HS6
1536 N. Indiana Street, Los Angeles 63, Calif.
Gentlemen: Please send me your Free color book, "New Carpet Beauty."
Name_____
Street_____
City_____ Zone____ State_____

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 72



By now, the many merits of collapsible plastic luggage such as Protex Paklite Travel-cessories are well known. Now, newly fashioned of taffeta-like Vinylite, permanently embossed with a Scotch Clan plaid, they're mighty smart, too. The capacious Town'N'Country bag (18" x 18") even handles an extra blanket: $3.98. The 45" and 57" fold-up bags stow 4-10 garments: $4.98, $6.50. Red-navy or green-black. Carson's, Chicago.

New features that make the Quik-Suds dishwasher better than ever bring it here for a repeat performance. The new model uses any wanted detergent, powdered or liquid. Besides, it permanently equips the faucet with a no-splash connector that takes on the dishwasher with a bend of the wrist. A finger flick delivers sudsy or rinse water. Nylon dish-brush and fibre pot-brush interchange instantly. $7.95, Wanamaker's, New York.





Providing good reading light for beds, especially headboard-less ones, is the prime mission of Kolta's pin-up. But the classic, solid-wood lamp fits smartly into even a living room's décor. It accommodates two 75-W bulbs. Its light is glarelessly diffused by the Fiberglas shade. Patina walnut; Kordovan or bleached mahogany; limed or African oak, or 9 decorator colors. $20. Kolta Art Co., 286 Fulton Street, Brooklyn, N. Y.

You have to see Color Grain's jewel-tone hues and first-hand evidence of the beauty it gives grained wood to appreciate it. What's more, the rugged finish created by the transparent stain is waterproof and non-fading; weatherproof, too, should you have outdoor uses in mind. Rose quartz, ruby, amethyst, emerald green, sapphire, or turquoise blue, green or black onyx, chartreuse. $1.25 pt., Adelphi, Inc., Ozone Park, N. Y.





These days even the rolling pin offers dual service. This handy K-P Flouring Pin keeps flour on tap, ready for you to dispense atop the dough or board when there's need. A pull of the pin's handle releases a sifting flange in the loading end of the Lucite barrel: a push sends it back into hiding and the pin resumes its light-handed rolling service. Red plastic handles, $2.95. Abraham & Straus, Brooklyn, N. Y.

(*Continued on page* 204)

HOW TO BETTER YOUR HOME . . .

BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home . . . better your LIVING." An asterisk (*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

Home Furnishings

CHINA, GLASS, SILVER & TABLEWARE

151 *Alvin Sterling
165 *Baronet China
189 *Bean's Fish & Game Plates
177 *Bing & Grondahl Danish Porcelain Figurines
176 Blue Ridge Skyline Dinnerware
163 *Cemar Tableware
204 Fisher Silversmiths
173 *Flintridge China
1 Fostoria Heather Pattern Crystal
179 Friedman Silver
181 Frigast Danish Sterling
147 *Gense Stainless Steel Tableware
145 *Haviland China
22 *Heisey Hand-Wrought Crystal
Inside Front Cover International Sterling
165 *Karhula Crystal
145 *Kensington Accessories
33 *Lenox China
185 *Poole Silver
142 Frank Smith Sterling
182 Sterling Fashioned Crystal
161 *Tiffin Glassware
5 Towle Contour Sterling
178 Westmoreland's Handmade Milk Glass

CLOCKS

164 *Seth Thomas Clocks

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

150, 151 Schumacher's Pace Setter Group Fabrics
13 Saylerized Permanent Finish Organdie Curtains

FIREPLACES & ACCESSORIES

194 *Majestic Outdoor Fireplaces

FLOOR COVERINGS (HARD SURFACE)

Inside Back Cover *Amtico Rubber Flooring
71 *Fremont Rubber Tile Flooring
24 Goodyear Wingfoot Vinyl Flooring
160 Kentile Rubber Tile
11 Mosaic Granitex & Faience Tile
67 *Wright Rubber Tile

FLOOR COVERINGS (RUGS & CARPETS)

77 American Casual by Karastan
192 *Magikist Rug Cleaner
202 *Smoothedge Tackless Carpet Installation
193 U. S. Rug Underlay

FURNITURE

204 *Baker Furniture
184 *Beacon Hill Furniture
172 *Bodart Furniture
136 *Brandt Tables
171 S. J. Campbell French Provincial Collection
177 Colony Court Furniture by Globe
46 Crawford Furniture
180 The Duchess of Parma Chair by Jamestown
164 Futorian Furniture
183 Gallo Wrought Iron Mesh Furniture
31 *Heritage-Henredon Furniture
181 *Imperial Masters Tables
179 The Karpen Debonaire Chair
146 *Kittinger Counterpoint Tier Chest
9 Krochler Cushionized Furniture
192 *La-Z-Boy Chair
70 Masonite Hardboards for Furniture
71 *Molla Metal Furniture
187 *Old Colony by Heywood-Wakefield
140 Palo Verde Furniture
191 Romweber Viking Modern Furniture
48 Salterini Neva-Rust Furniture
162 *Tell City Chairs
23 Tomlinson Furniture
202 Tropique Furniture
182 *Unité Bedroom Bench
172 U. S. Koylon Foam Cushioning for Furniture
65 *Virginia House Panelyte Plastic Furniture
188 Weirton Steel for Outdoor Furniture
189 Widdicomb Furniture
79 Woodard Wrought Iron Furniture

LAMPS

192 Lamps by Savage
144 Verplex Lamps

LINENS & BEDDING

45 Cannon Towels
36 Fieldcrest Towels
192 *North American Lace Cloth
12 Simtex Fresco Prints Table Cloths
30 *Utica Beauticale Sheets
21 Wamsutta Supercale Sheets

MIRRORS

193 *Donnelly-Kelley Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS

8 G. E. Black-Daylite Television
168 Scott Television-Radio-Phonograph
193 V-M Tri-O-Matic Phonograph
141 *Wurlitzer Organ

SHADES, BLINDS, WALL COVERINGS

7 Birge Wallpaper
193 Eastern Pre-Fab Venetian Blinds
155 Levolor Venetian Blinds

MISCELLANEOUS FURNISHINGS

185 Airguide Period Barometers
186 *Peerage Brass Wall Plaque
175 Will & Baumer Taperlite

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

152 *Blackstone Home Laundry
194 *Duo-Way Disposal Unit
175 *Filtron Cold Water Coffee Extractor
156 G. E. Disposall
158 *General Twin-12 Floor Machine
145 *Hamilton Clothes Dryer
155 *IIg. Ventilation
191 *In-Sink-Erator Electric Food Waste Disposer
190 *Oasis Air Drier
73 *Permaglas Automatic Electric Water Heater
64 Philco Home Freezers
66 Rund-Monel Hot Water Heater
151 Universal Cook-A-Matic
174 Universal Tab-L-Top Food Chopper

KITCHEN CABINETS

135 *Mengel Wood Cabinets
35 *Ponderosa Pine Cabinets

MISCELLANEOUS SUPPLIES

191 Aristo-Mats

Building

ELEVATORS

202 *Shepard HomeLift

HEATING, VENTILATING & AIR CONDITIONING

153 *American-Standard Baseboard Heating
163 *Bryant Automatic Heating
178 *Carrier Air Conditioning Refrigeration
148 *Hunter Package Attic Fans
69 Miami-Carey Attic Fan
2, 3 *Minneapolis-Honeywell Thermostats
138 *Modine Convectors
Back Cover *NuTone Ventilating Fans
203 *Oil-O-Matic Oil Burners
72 *Torrington Vairified Air Impeller
136 *Trade-Wind Clipper Ventilator
193 *Webster Baseboard Heating

INSULATION

133 Visqueen-X for Thermal Insulation

PAINTS

171 *American Bleached Shellac

PLUMBING

157 Church Seats

WINDOWS & DOORS

190 *Crawford Marvel-Lift Doors
159 *Pittsburgh Plate Glass
75 *Rusco Combination Screen & Storm Sash
194 Sterling Hardware Sliding Doors

WOOD PRESERVATIVES

201 *Cuprinol Wood Preservative

WOODWORK

162 *Curtis Woodwork
35 *Ponderosa Pine Woodwork
169 *Weldwood Plywood
119 *West Coast Woods
183 *Western Pines Ass'n

MISCELLANEOUS BUILDING

68 Carey Fire-Chex Roof
69 Careystone Corrugated Asbestos Cement
157 Church Plastic Wall Tile
133 *Dowflakes
69 Miami-Carey Towel Cabinets
176 *Mississippi Glass
10, 11 Mosaic Tile
189 *No Drip Tape for Pipes
189 *Pittsburgh Corning Glass Blocks
47 *Suntile Clay Tiles
139 *Vitrolite Glass Paneling
184 *Vocatron Two-Way Communicator
155 *West Dodd Lightning Protection

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

198 Automatic Lever Spray
196 Avon Sprinkler
197 Crystal-Mist Remote Control Lawn Sprinkler
198 *DuBois Fence & Garden Co.
198 *Eclipse Lawn Mower
200 *Habitant Rustic Wood Fence
201 Jacobsen Estate 24 Power Mower
197 Mist. Atomized Sprinkler
197 *Rustieraft Fence Co.
199 *Trim Master Jr.-Electric Lawn Trimmer

FERTILIZERS & INSECTICIDES

197 DuPont Floral Dust
198 End-O-Pest
199 *Scotts Lawn Care

SEEDS, BULBS, NURSERIES

200 *W. Atlee Burpee
200 *Cooleys Gardens
200 *Farr Nursery Co.
199 *Iris Test Gardens
197, 199 *R. M. Kellogg Co.
199 *Schreiner's Gardens
199 *John Thumb
196 *Totty's

TREE EXPERTS

195 Davey Tree Expert

Foods & Beverages

143 Cinzano Imported Vermouth
170 *Cointreau Liqueurs
173 Crosse & Blackwell Cocktailer
137 Dubonnet Aperitif Wine
18 Myron Foster's Hesperian Orchards
131 Martini & Rossi Imported Vermouth
178 *Myers Jamaica Rum
180 Piper-Heidsieck
147 Remy Martin Cognac
78 Old Forester Bourbon Whiskey
147 *Spice Islands
193 Tribuno Vermouth

Jewelry

194 *Hudson Gem Co.
192 *Lowe's Jewelry Broker
191 *Rose Smelting Co.

Luggage

74 Amelia Earhart Luggage
168 MacArthur Portable Porter

Stationery & Cards

6 Crane's Fine Paper

Travel

167 *Bermuda Trade Dev. Board
168 *The Gideon Putnam
166 The Homestead, Hot Springs, Va.
163 Italian State Tourist Office
166 *Manoir Richelieu & Cottages

Miscellaneous

200 *Atco Boatimpeller
198 *Cosmopolitan Mag. Camp Dept.
199 *Exalgae for Pools

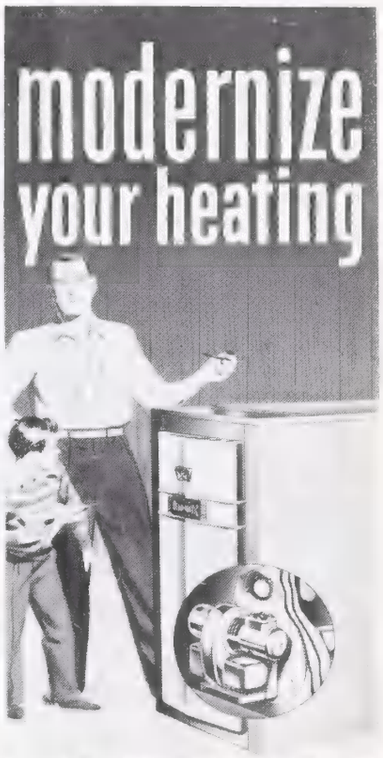
Department, Furniture, Jewelry & Specialty Stores

37 Black, Starr & Gorham
27 *Cartier
63 *Colten's
19, 50 *I. E. Day & Co.
51 Gilchrist's
29 Georg Jensen, Inc.
61 *Little Grey Fixit Shop
37 R. H. Macy & Co.
22 *Merimod-Jaccard-King
26 Carole Stupell

BETTER YOUR HOME · BETTER YOUR LIVING

For the uncertain times ahead...

modernize your heating



OIL-O-MATIC

Complete Heating Units

. . . for homes of all sizes . . . for warm air, hot water or steam

For greatest comfort and savings for longest life and dependability . . modernize your heating with an Oil-O-Matic factory-integrated, self-contained unit. A host of years-ahead performance features including year-around domestic hot water and the . . .

World's Greatest Oil Heat Development

Metered Low Pressure

NO WASTED FUEL—Actually *meters* the oil, drop by d-r-o-p! Only the *EXACT amount of fuel NEEDED is used.*

SAVES ON SERVICE—Set it . . . forget it! Operates perfectly, without costly, frequent servicing.

LIFETIME GUARANTEE—on the exclusive OIL-AIR Nozzle. Large opening just can't clog—cause trouble!

INTEGRATED DESIGN—Factory designed, engineered and produced—under one roof! No assembly of "miscellaneous parts" but *completely integrated* unit.

Cut Heating Costs up to 50% with Oil-O-Matic!

See your Oil-O-Matic dealer for proof of the money-saving performance of Oil-O-Matic's new factory-integrated Complete Units. He's listed in the classified phone book under "Oil Burners."

FREE!

1951 Edition

OIL HEAT BUYER'S GUIDE 16-page booklet answers all questions on oil heat with *facts!*

To: Williams Oil-O-Matic Division
Eureka Williams Corporation
Bloomington, Illinois

Please send new OIL HEAT BUYER'S GUIDE, "There is a BIG Difference in Oil Burners."

Name_____

Street_____

City_____ State_____

HB-6



For those who appreciate the finest

Baker Furniture, Inc.

CABINET MAKERS

20 MILLING ROAD, HOLLAND, MICHIGAN

For your copy of the "Baker Guide To Good Furniture" please send 25c.



IT'S WORTH MENTIONING

CONTINUED FROM PAGE 202



The two-part name of this revolving table, "Television Table-Living Room Susan" explains its dual mission. Its simple grace, sturdy hardwood construction, and ball-bearing "works" give it great worth, whether used in its T-V role or as a serving aid that, at rest, doubles as an occasional or end table. Mahogany or walnut finish, $19.95; limed oak, blond, maple, $24.95. National Table Co., Gardena, Calif.

Whatever you choose to stow in a Treasure Box is kept dust-free and fresh. And the crystal-like plastic reveals their whereabouts at a glance. Ideal for small linens such as face clothes, guest towels, napkins that have a way of getting out of hand and snowed under. Sliding partition divides 12" x 18" x 4" storage area in two when needed. Mighty attractive and top quality. $3.50. Atlantic Plastics, 7 India St., Boston, Mass.





Why put up with an odorous refuse container when the problem can be solved by simply keeping a Charo deodorizer clipped to its rim. Its deodorizing service endures for a couple or months. Activated carbon, the substance housed in the pendulum, is famed for its power to attract and absorb odors. A helpful bread-box adjunct, too. Three for 97¢. Requa Mfg. Co., 1193 Atlantic Ave., Brooklyn, N. Y.

Uniform dampening helps to make ironing faster and easier. And the Wilkins Clothes Sprayer is just the device to enlist for a whiz-bang sprinkling job. It delivers a controlled, even spray that's sent forth in a conical shape to give you wide, speedy sprinkling coverage. Easy as can be to propel and comfortable to hold. Blue, yellow, or green cover. $1.95. Gordon Wilkins, Inc., Box 2919 Terminal Annex, Los Angeles, Calif.





Both the front and back of these quilted plastic Model-Home bags give you space-saving storage aid. One stows purses in its roomy, transparent pockets; the other sturdy bag holds shoes. Both hang from closet rod; a boon where door or floor space is lacking. Pink, delft, yellow, aqua, wine, coral, leaf, chartreuse, white. 6-pocket purse bag, $3.98; 16-pocket shoe bag, $3.98. Abraham & Straus, Brooklyn, N. Y.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS, INC.